



PIVOTAL CHANGE

WITH RYAN CONN

MEDIA KIT



ABOUT *THE SHOW*

Broadcasting on NowMedia

- Explores leadership, strategy, and high-performance team development.
- Shares real-world insights from law enforcement and business transformation.
- Provides actionable tools for building disciplined, results-driven organizations.
- Empowers leaders to create cultures of accountability, clarity, and growth.





ABOUT *THE HOST*

RYAN CONN



- Ryan Conn is an entrepreneur and founder of CS Business Consulting.
- Former Detective Sergeant and SWAT Team leader with extensive leadership experience.
- Quadrupled revenue at Shelton & Associates within three years.
- Published author and community-focused leader dedicated to driving measurable growth.





ABOUT NOWMEDIA TELEVISION



1. The Premier Bilingual Television Network in the U.S.

NowMedia is the premier and first bilingual television network in the United States, broadcasting **24/7 English and Spanish content simultaneously** across the U.S. and Mexico.

With a unique cross-border presence, NowMedia connects millions of bilingual viewers with exclusive programming tailored to entrepreneurs, innovators, and decision-makers.

2. Nationwide Broadcast and Digital Distribution

NowMedia broadcasts **over-the-air in Texas, Louisiana, and Florida**, and is available **nationwide in the U.S. and Mexico through Roku and Apple TV**.

This unmatched distribution network gives your brand expansive visibility, reaching audiences wherever they consume content — from traditional broadcast to cutting-edge streaming platforms.



3. Strategic Syndication and Audio Expansion

NowMedia proudly partners with **premium syndicated networks such as iHeart Radio, XM Radio, and Pandora**, with **audio versions of our shows available across all major podcasting platforms**.

These partnerships extend your reach, ensuring your message resonates through every medium — TV, streaming, and on-the-go audio.





ABOUT NOWMEDIA TELEVISION



4. Extensive Video on Demand Library and Continuous Exposure

NowMedia maintains a **vast catalog of Video on Demand (VOD)** content available on **Roku and Apple TV**, keeping your interviews and appearances accessible long after they air.

This sustained visibility builds long-term brand recognition and positions your business as an authority within the bilingual marketplace.

5. Accessible Anytime, Anywhere, on Any Device

NowMedia has its own **dedicated iOS app**, with **Android, Fire TV, and Google TV apps launching soon** — making **NowMedia’s broadcast and content available anywhere, anytime, on any device.**

Whether at home, on the go, or on your favorite screen, NowMedia keeps your audience connected to your message 24/7.





WHY YOU SHOULD DO THIS?



1. Connect with High-Impact Entrepreneurs

NowMedia gives you direct access to a powerful bilingual audience of business owners, decision-makers, and innovators who are actively looking for new ideas, strategies, and partners to grow their ventures.



2. Own and Leverage Your Media Content

Gain full access to broadcast-quality interviews with no usage restrictions—perfect for repurposing across your website, social media, marketing campaigns, and client outreach to maximize your brand visibility.



3. Establish Your Authority on Television

Being featured on NowMedia positions you as a trusted authority in your field, elevates your professional credibility, and builds lasting trust



4. Amplify Your Brand Across Platforms

Our amplification team ensures your message reaches beyond TV—your interviews are available on-demand across Roku, Apple TV, Amazon, and more, giving you continuous exposure and strong long-term brand impact.



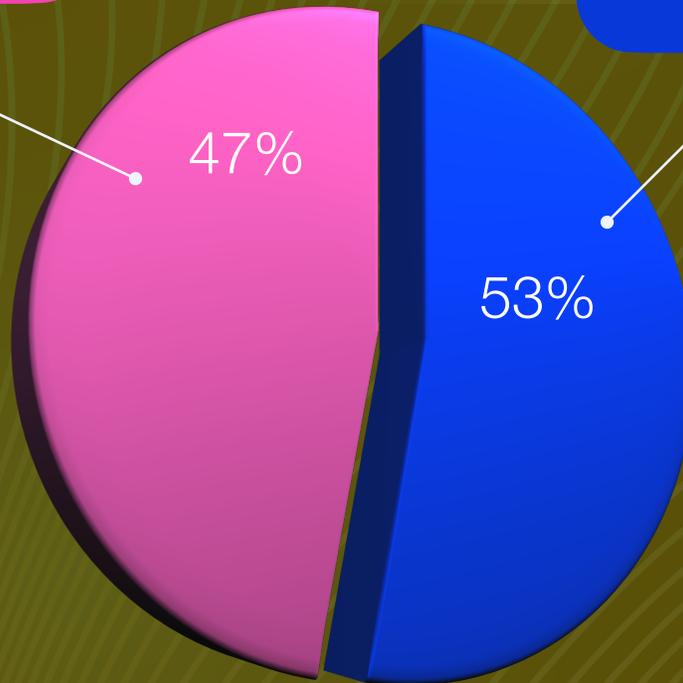


AUDIENCE DEMOGRAPHICS

Gender

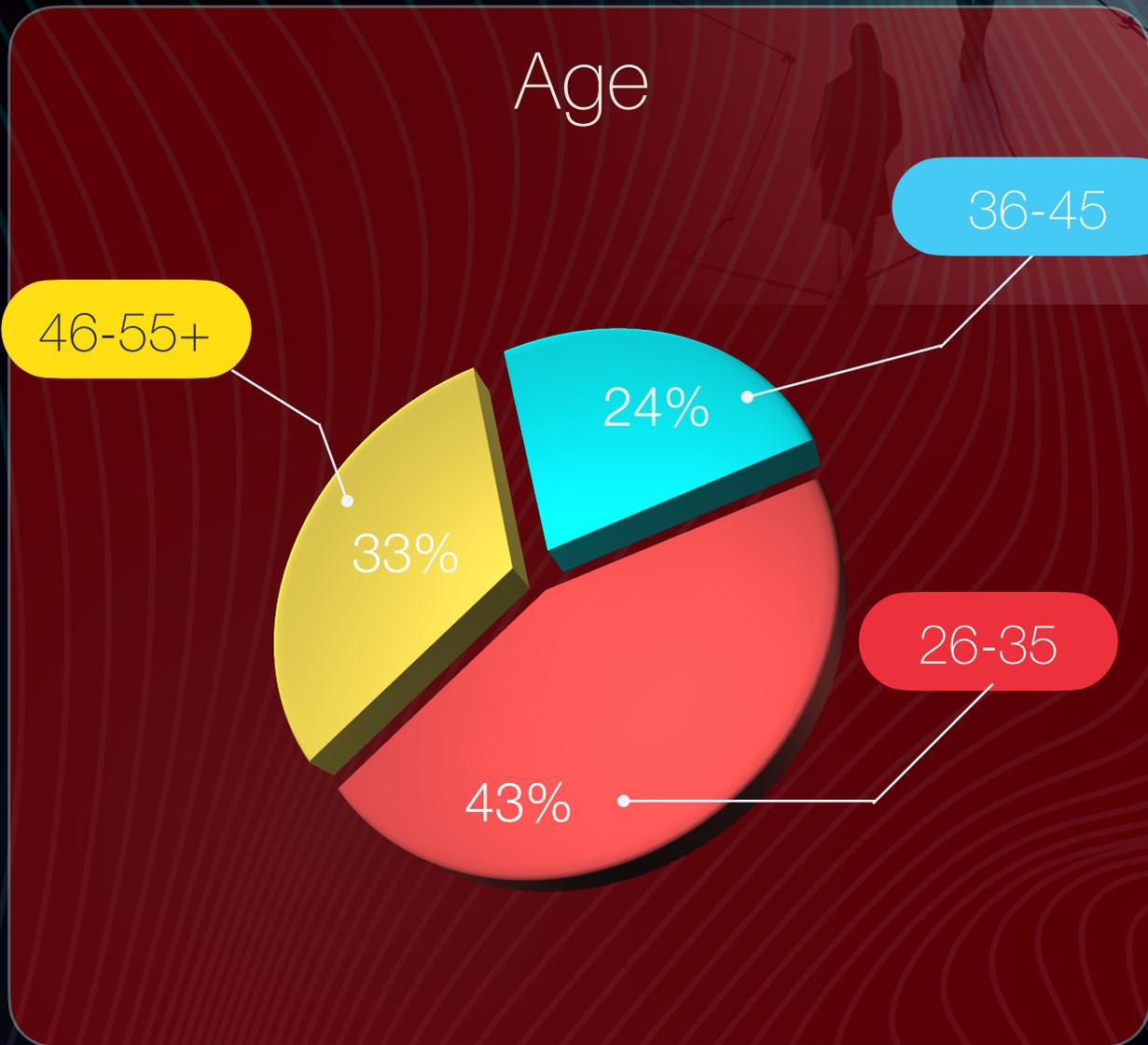
Female

Male





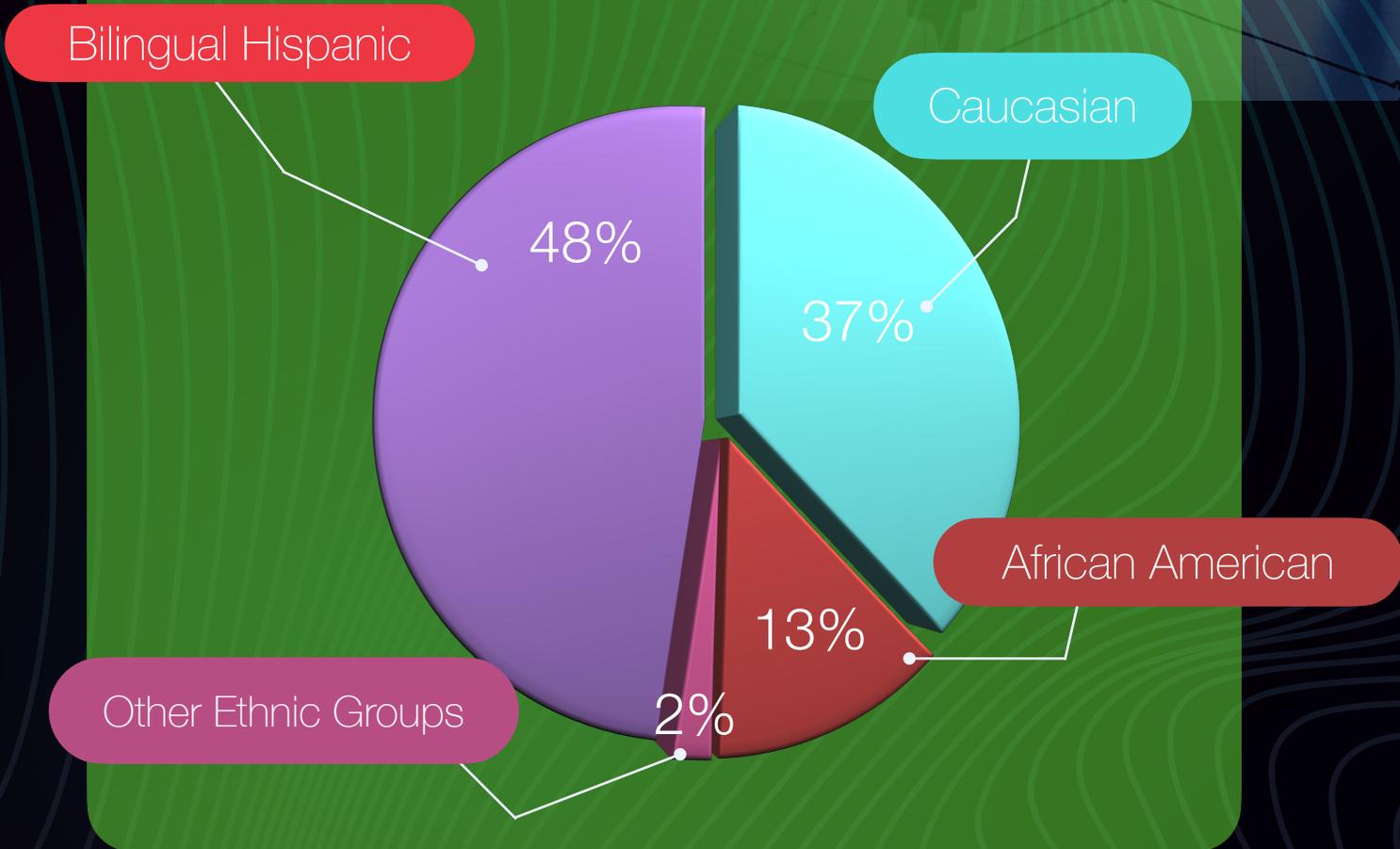
AUDIENCE DEMOGRAPHICS





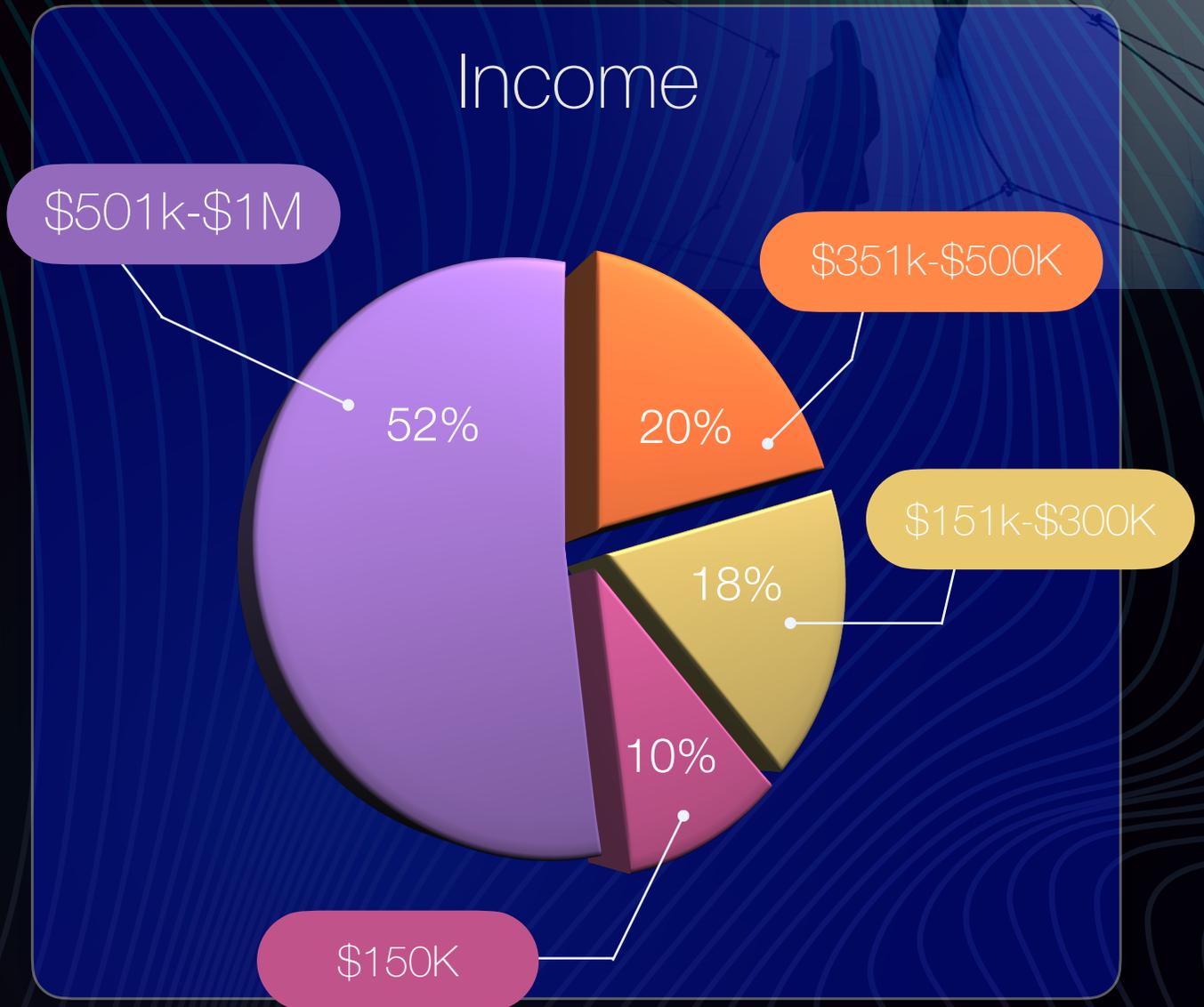
AUDIENCE DEMOGRAPHICS

Race





AUDIENCE DEMOGRAPHICS





YOUR TELEVISION APPEARANCE



1. Multiple Appearances for Maximum Impact

Consistency builds recognition. With a series of at least four interviews across different shows, your brand gains sustained visibility and audience engagement—turning exposure into influence.



2. Meaningful Conversations, Not Commercials

Every interview is designed to deliver authentic, insightful dialogue that inspires bilingual entrepreneurs. It's not advertising—it's storytelling that connects, educates, and builds trust.



3. Flexible Recording: Studio or Remote

NowMedia offers cutting-edge production quality whether you record in-studio or remotely. All interviews are captured in Ultra High Definition, ensuring your brand always looks its best.



4. Amplify Your Personal and Business Brand

Regular appearances elevate your credibility and strengthen your brand identity—opening doors to new partnerships, audiences, and business opportunities across all markets.





RECENT AIRED EPISODES

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Pivotal Change

Join Ryan Conn, business expert and former law enforcement, on Pivotal Change as he uncovers key insights from top entrepreneurs and leaders. Learn what it takes to create real success.

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January 15, 2025

Pivotal Change (Aired 01-15-25) The Calendar Changed Did Your Business? Why Discipline, Alignment, and Systems Matter More Than Motivation

In this episode of Pivotal Change, Ryan Conn delivers a timely reality check for business owners and leaders who entered the new year with...

▶ PLAY 00:47:25

January 08, 2025

Pivotal Change (Aired 01-08-25) From Vision to Execution: How Strong Leadership Foundations Turn Goals into Scalable Impact

In this powerful New Year episode of Pivotal Change, host Ryan Conn opens the year with a clear message: success is not built on...

▶ PLAY 00:47:25

December 30, 2025

Pivotal Change (Aired 12-28-25) Leading With Care Without Losing the Mission: How Presence, Boundaries, and Clarity Build Trust

In this timely end-of-year episode of Pivotal Change, host Ryan Conn, founder of CS Business Consulting, delivers a powerful leadership message on how to...

▶ PLAY 00:47:42

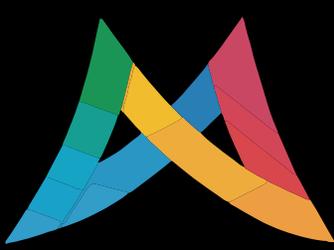
December 18, 2025

Pivotal Change (aired 12-11-25) How Family Structure, Leadership & Breakthrough Thinking Create Long-Term Success

In this powerful episode of Pivotal Change, host Ryan Conn explores how true leadership begins at home and scales into business success. Drawing from...

▶ PLAY 00:48:13





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