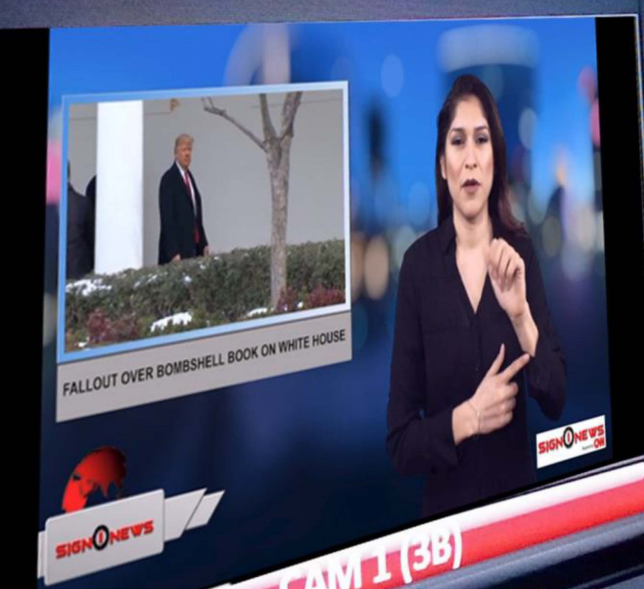




04:21:39

Mix Fx PREVIEW Rate: 30 Bgr PROGRAM



CAM 1 (3B) CAM 1 CAM 2 (3B) CAM 2 Trans Assign Key 1 Rate 1 Key 2 Rate 1 Key 3 Rate 1 Anim 1 DualAnchor LS\_00000



# SIGN1NEWS

SIGN1NEWS IS AN AWARD-WINNING CNN-AFFILIATED MEDIA COMPANY SERVICING DISABILITIES ADVOCACY ORGANIZATIONS AND SMBS WITH VIRTUAL EVENT PRODUCTION SOLUTIONS SERVICES, WE INVEST IN DEAF-OWNED BUSINESSES.





# ORIGINAL CONTENT THAT MAKES A DIFFERENCE - AND WINS AWARDS



**CHOSEN is the winner of the U.S. Department of Health and Human Services Adoption Excellence Award: Media/Social Media/Public Awareness (2019)**



**Sign1News Partnered with the Georgia Division of Family and Children Services to pilot CHOSEN, an adoption initiative that helped raise awareness among the Deaf and hard-of-hearing people of the 125,000 children in foster care who are waiting to be adopted.**



# ACCESSIBLE VIRTUAL EVENT PRODUCTION SERVICES

- ACCESSIBLE CELEBRITY CONTENT
- EMERGING DIVERSE PODCASTS
- PROFESSIONAL SPORTS TALENT CONTENT
- VIRTUAL FORUMS & TOWN HALLS
- UNTAPPED MARKET REACH



The Arc Georgia  
**The Arc Georgia presents**  
 a broadcast screening of GCDD and L'Arche Atlanta's  
**6,000 WAITING**  
 A Film about Disability Advocacy  
 Broadcast production by **SIGN 1 NEWS ON**

**TITLE SPONSOR**

RE-IMAGINE

**JONATHAN EICHHOLZ** SW  
 SYNERGIESWORK.ORG  
 LIVE  
 Donate now @ [synergieswork.org/donate/](https://synergieswork.org/donate/)



**UN75** LET YOUR VOICE BE HEARD  
 2020 AND BEYOND

**THE WORLD'S BIGGEST CONVERSATION**

KEYNOTE SPEAKER, CIVIL RIGHTS ICON  
 ADVISORY VICE PRESIDENT OF THE UNA GA/CAROLINAS  
 SENIOR ADVISOR OF RESURRECTION CITY  
 AMBASSADOR  
**ANDREW J. YOUNG**  
 WHAT A WONDERFUL WORLD

Georgia Disability Vote Partnership Hosts:

**Senate Candidate Disability Forum**

To educate Georgians on the importance of the runoff election and give space to critical issues facing the disability community





# INFLUENCER CONTENT COLLABORATION



## CELEBRITY MARKETING AND PROMOTIONS



# MARKET SIZE

## ACCESSIBLE VIRTUAL EVENT PRODUCTION SERVICES

- The current market is \$75.21 billion
- It is expected to reach \$366 billion by 2027 for virtual event platforms

## SUBSCRIPTION AND AD-BASED VIDEO ON DEMAND

- There are 1 million Deaf and Hard of Hearing people in America\*\*
- There are over 70 million Deaf and hard of hearing people worldwide\*\*\*



**Charles Browning** 👍👍 I love see your news that beautiful so clear information so wow again Want say Thanks ASL !!!

Like · Reply · Message · 27w



1



**Marco Gomez** Glad I found this Sign1News which I can depending on news when I'm working at night shift. I don't have a chance to watch news so you guys will be able to sharing us the news when you guys can! Thank you and have a good safe memorial weekend.

Like · Reply · Message · 2d

Good morning,my name is Jared Getanda and I'm a Director at Signs TV broadcasting in sign language from Nairobi Kenya. Just seen what you are doing and really commend you for that.





# LEADERSHIP

**KAREN GRAHAM - CO-FOUNDER, CO-CEO**

- 3X-EMMY AWARD WINNER
- 15+ YRS NEWS PRO
- 10 YRS WEDNESDAY CHILD ON-AIR PERSONALITY



AP

## INDUSTRY INSIDERS - AWARD-WINNING LEADERS

**JABARI BUTLER - CO-FOUNDER, CO-CEO**

- WINNER, GLOBAL ENTERPRISE CIO BY ICMG
- FORBES TECHNOLOGY COUNCIL & EXPERT PANEL
- TEAM CONTRIBUTIONS IN BILL GATES' BOOK
- NATIONAL SMALL BUSINESS ASSOCIATION, LEADERSHIP COUNCIL MEMBER



**SIGN 1 NEWS**

Sign1News is proud to be the world's only global network affiliated content provider for the Deaf and hard of hearing audience



## CONTACT

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Atlanta, GA 30312  
404.419.6162  
Email us at [info@sign1news.com](mailto:info@sign1news.com).





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# SIGN1NEWS CASE STUDIES

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**UN75**  
2020 AND BEYOND

LET YOUR VOICE BE HEARD

**JOIN THE WORLD'S BIGGEST CONVERSATION**

KEYNOTE SPEAKER. CIVIL RIGHTS ICON  
ADVISORY VICE PRESIDENT OF THE UNA GA/CAROLINAS  
SENIOR ADVISOR OF RESURRECTION CITY  
AMBASSADOR  
**ANDREW J. YOUNG**  
WHAT A WONDERFUL WORLD

WEDNESDAY, JUNE 10<sup>TH</sup> 2020  
STARTS AT 1:00 PM

**UN VIRTUAL GLOBAL CONVERSATION**  
Share Your Perspective With The United Nations  
All Ages Are Encouraged to Participate  
Deaf and Hard of Hearing Interpreter Provided

**MUST REGISTER AT: UNAGACAROLINAS.ORG**

**Honorable Mayor Hardie Davies, Jr.**  
Opening Remarks

**Karen Graham**  
Sign 1 News, Co-Founder and CEO

**Dr. K. Renee Robertson**  
President UNA GA/Carolinas  
Co-Organizer of Resurrection City

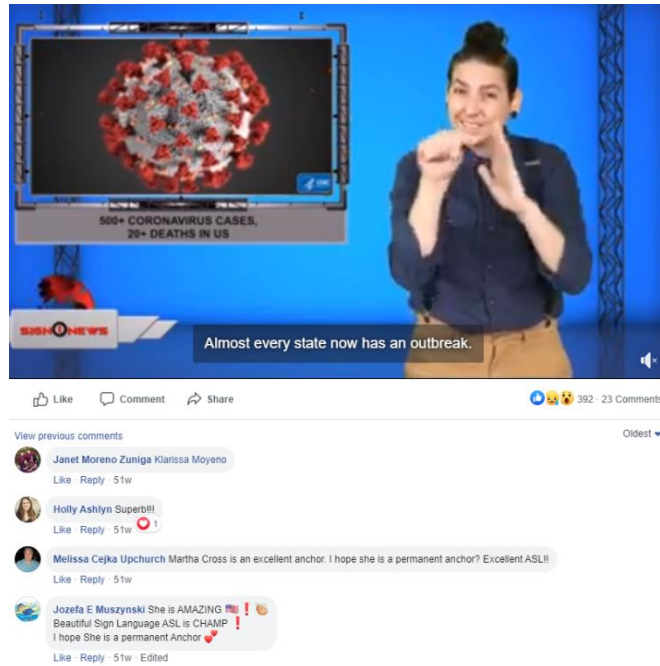
**Joseph Voyticky**  
EVP UNA GA/Carolinas  
Co-Organizer of Resurrection City

RESURRECTION CITY | SIGN 1 NEWS | ULTIMATE AIR SHUTTLE | MAX INTERNATIONAL THE ULTIMATE COMMUNITY

**Situation** – A representative of the United Nations had an initiative to organize global citizens and to invite them to join the UN75 initiative. It was known as “The World’s Biggest Conversation”. Sign1News was selected to produce a virtual roundtable for the purposes of gathering insight and information that would promote the United Nation’s initiatives from the grassroots level. The event’s keynote speaker was Ambassador Andrew J. Young, legendary civil rights icon.

**Result** – The event streamed in persons from across the United States and the globe. Participants included a relative of Martin Luther King, Jr., legendary religious leaders, politicians, local press, a representative from the disability community, students, business executives and more. The event was signed in American Sign Language for accessibility purposes and allowed for the United Nations to meet its goals detailed in a report provided to UN representatives.





**Situation** – The COVID-19 pandemic undoubtedly took the world by storm. Critical information was being sent across the world, but few organizations had it in American Sign Language. Life-altering information was being disseminated daily and sometimes hour-by-hour as lockdowns occurred. Sign1News was (and is still) there for thousands of deaf people all across the globe.

**Result** – Sign1News continues to be a source of trusted information for many daily. As updates come from the White House, CDC and local governments, Sign1News continues to fill the massive void that separates the disability community from the rest of the world, with an emphasis and specialty in the deaf and hard-of-hearing communities.



## California Department of Corrections and Rehabilitation

**Situation** – The California Department of Corrections and Rehabilitation has an initiative to provide news and information to inmates across its nine facilities in California. They did not have any timely information to give to deaf inmates fluent in American Sign Language.

**Result** – Sign1News was tapped to provide broadcasts in a specialized format to be used across its new broadcast platform. Other organizations donated content, however, Sign1News is providing weekly content that is customized to meet their needs and technology restrictions. Thousands now have access across the state of California.



**Situation** –The Georgia Advocacy Office along with the Georgia Disability Vote Partnership planned a massive voting event in concert with the Georgia Senate run-off which was highlighted all over the world. Traditional news networks were unsuccessful in having all four Georgia Senate candidates represented at previous town hall events. Nevertheless, it was imperative to inform and mobilize voters with disabilities to action.

**Result** – The event was historic according to participants. Sign1News organized all four candidates in a way that included statements (written and via video) from Rafael Warnock, David Perdue, Jon Ossoff and Kelly Loeffler. The event attracted civil rights leaders and allowed for critical information to be made available in American Sign Language for optimal audience reach. The information gathered as part of this effort caught the attention of nationwide leaders such as Maria Town, the President and CEO of the American Association of People with Disabilities representing millions across the country and Greenberg Research led by world-renowned pollster Stanley Greenberg who was the senior pollster for President Bill Clinton, British Prime Minister Tony Blair and President Nelson Mandela.





**Situation** – Synergies Work, like many other organizations, was faced with converting an in-person fundraiser into a virtual experience and raise money online. They needed a way to connect both US-based and international guests for an interactive interview with their key donors and supporters. Their top sponsor was the Coca-Cola Company, one of the world’s top 10 most valuable brands in the world. Synergies Work required a reliable virtual event partner and dependable execution.

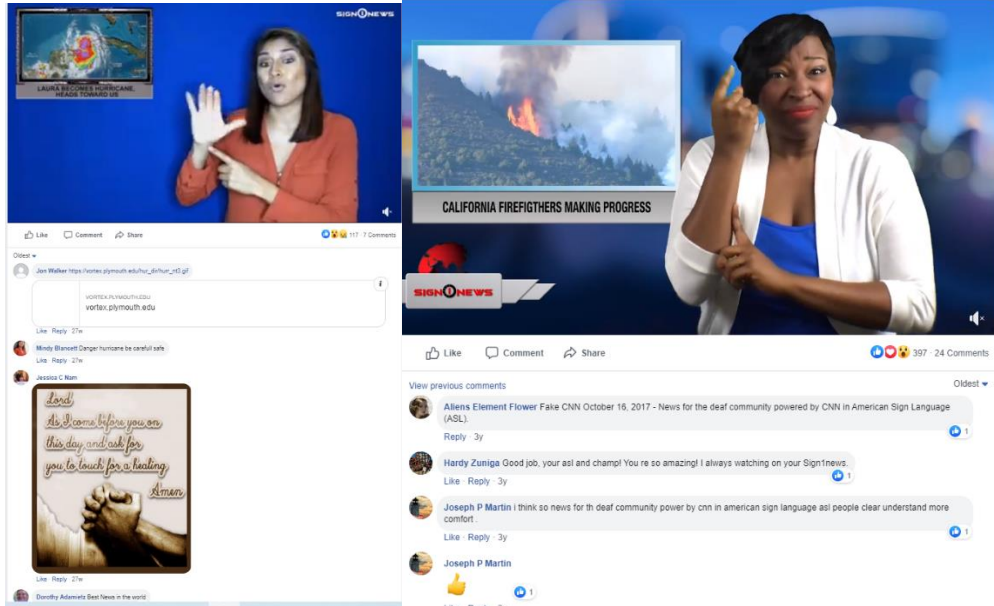
**Result** – Sign1News produced a virtual accessible event that included customized branding and immersed the host team into our production management process. We elevated their event from a webinar to an interactive virtual experience complete with live interviews using social media, audience interaction and more. They raised over \$10K (above their initial goal) and increased brand awareness amongst their supporters.



**Situation** – Marketing firm Ashby and Watts had a client, Crown Innovative Business Solutions (CIBS), who wanted to celebrate 5 years in business but wanted a mix between in-studio services and live streaming. CIBS had been used to doing live workshops with current and former clients but now required a virtual event to allow for a TV-show like format, custom-branded to display and showcase her new image and to promote her new business offerings.

**Result** – Sign1News’ tech and production team developed a custom solution that included custom backdrop lighting, special streaming camera set-up with movie quality equipment while employing safe social-distancing practices. The virtual broadcast was enjoyed by her previous clients as well as her family. CIBS was able to tie in her social media team with the interactive platform that also allowed for cross-platform communication. She was even able to add an unscripted segment to take live questions from the audience.





**Situation** – Devastating storms and hazardous weather conditions lingered in Puerto Rico for countless many. While communications were down for the vast majority of habitants, conditions were even worse for deaf and hard-of-hearing residents. In many cases, no information was available to them. Other hazardous weather scenarios have occurred over the years including the following: California wildfires, Hurricane Isaisas, Louisiana Hurricane, Hurricane Laura and many others.

**Result** – Sign1News was the only network available, in many cases, to provide life-saving information that networks simply did not and/or could not provide. Sign1News has been there to provide critical information, up-to-the-minute to people in the United States and abroad. Our platform is available 24/7 and is free to download thanks to our subscribers. The Red Cross has identified Sign1News as a reliable organization to disseminate information in times of bad weather. Implications are enormous for an underserved population.