


WIRF-TV Network Project Overview

WIRF TV

Women In Reality Film TV

Where Content is Queen 

Harnessing the Power & Influence of Women Equality Can't Wait

The WIRF TV initiative is designed to redress the inequities women of color face in the media daily. Our mission is to provide women content creators with platforms and resources to create, own and distribute content that not only entertains, but also uplifts, educates, informs and inspires.

WIRF-TV Network will be a cornerstone of this initiative providing BIPOC female creatives with needed resources, education, and financial capital to help close the gap in an industry where programs with women directors, editors and creators represent less than 5% of the media/entertainment landscape.





Executive Summary & Background

The streaming TV environment is rapidly growing, accelerating the transition to Over-the-Top (OTT) services; WIRF-TV Network would be the first of its kind with an emphasis on women of color, combining the power of storytelling & visionary content creation



According to U.S. Broadband research, **more than 1.6 billion** people worldwide actively watch online video/content across multiple devices

The top three primary drivers for subscribers of video/online streaming services are provided with WIRF-TV Network: ***Specificity of Content, Original Programming, Exclusive Programming***



The most inclusive representation for women and people of color is seen in subscription video on demand (SVOD) programming; women have a 48.9% share of screen on streaming platforms, compared to 33.1% on broadcast and 37.8% on cable

African Americans are the largest consumers of media and a driving force for television viewership, with an average weekly reach of 88%



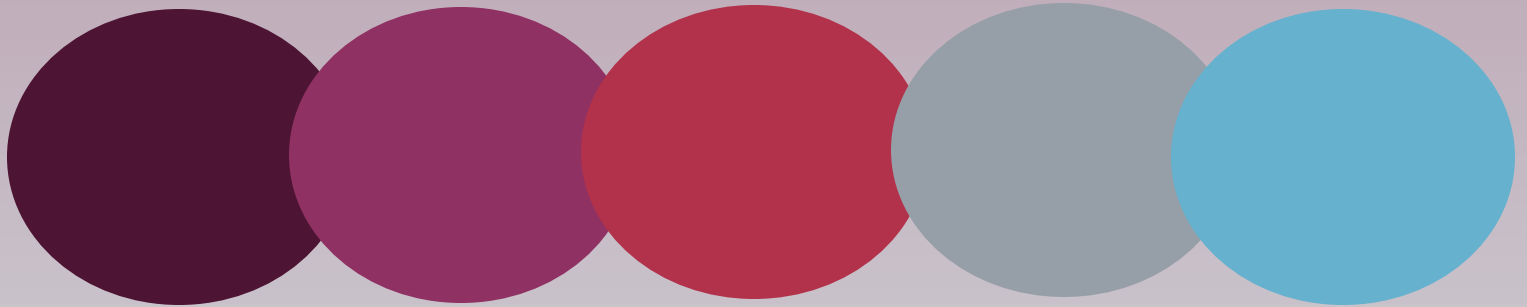
Black talent is also a key source of inclusion on screen and accounts for the highest total share of screen among any racial minority group at 18%, exceeding their 14% population estimate in the U.S.




Our Streaming Line-Up

WIRF TV is a mobile and web-based platform designed to stream high quality TV, film, music and media content. WIRF is dedicated to curating programming that super serves the number one consumer of media content...Black women and girls.

Our programming offerings include
On Demand, Pay Per View and Live Streaming.



UNSCRIPTED TV

Our unscripted slate includes reality TV, docu-series and documentaries

FILMS

Our film slate offers feature length and short films by independent filmmakers

SCRIPTED SHOWS

Our scripted programming offers drama and comedy series

NEWS & POLITICS

Our nightly/weekly news and talk series enlighten and inform viewers

LIFESTYLE & CULTURE

Our lifestyle channel features fashion, music, travel and alternative lifestyle series

Our Working Team



Nicci Gilbert-Daniels
Founder CEO

Nicci Gilbert-Daniels, is one of the founding members of the Grammys-nominated group, Brownstone, Founder of From The Bottom Up Foundation and host of "She Speaks Live". Nicci is also the CEO of NoEgo Entertainment, having created TVOne's popular franchise, "R&B Divas", which spawned two franchises and seven seasons, and the popular BET Her series, "From the Bottom Up". Nicci has worked with such superstars as Michael Jackson, Tyler Perry and Queen Latifah. Nicci's business and philanthropic achievements have garnered recognition from a variety of awards including Billboard Music Awards, Lincoln Shining Star, InfluenceHer Awards and recently BET Her awarded her the 2018 Woman of Impact Award.



Ptosha Davis
Chief Of Staff

Ptosha Davis brings over twenty years of extensive experience in business development and operations while maintaining relationships and key contacts across the country. Her fifteen years of banking and finance experience has allowed her to build a name for herself in the corporate and civic communities, nationally. Ptosha has been a grant reviewer with OWH (Office of Women's Health) in DC for over a decade and worked with Education Reform Now Advocacy out of NY. Some of her other clients include Universal Companies, Running Rebels Community Organization, Planned Parenthood of WI and Milwaukee Metropolitan Sewerage District. Additionally, Ptosha has served as Chief of Staff for both the President of the City of Milwaukee Common Council, Open Progress - a remote digital engagement company and most recently became Chief of Staff to Nicci Gilbert Daniels. "My Privilege, My Purpose" is the mantra Ptosha lives her life by everyday!



Luchia Ashe
Production Lead

A product of Spelman College, Luchia honed her skills in mathematics/management in the entertainment industry. From her beginnings with Haymon Entertainment/Live Nation as a Production Assistant and an Office Assistant with the Arthur Ashe Foundation, she quickly catapulted to General Manager of international tour production and promotions company, PEACHEZ, INC, working on tours headlined by P Diddy, Mary J. Blige, Steve Harvey, Destiny's Child and record-setting tours with Tyler Perry. Determination, passion and a commitment to create opportunities for people to share their stories and realize their own success is the driving force behind her accomplished career.



Pamela Price
Chief Technical Officer

For more than 20 years, Pamela Price has worked with national and government agencies to develop and implement multi-faceted programs to meet the societal and cultural needs of women and underserved communities. As a representative member of national committees and advisory boards, she excels in working with both public & private sector institutions to provide leadership and guidance on project development & management. Mrs. Price has experience in providing technical assistance and capacity building to nonprofit organizations in the area of IT/website, graphic design, online data management and software.

OUR FLAGSHIP/INAUGURAL PROGRAM CONTENT

Our Stories Our Voices Our Truth

From gripping docu-series to stage plays to gripping docu-series, WIRF-TV Network showcases the best in authentic women-centric content that illuminates our possibilities & celebrates our beauty & boldness.

Featured content will include:

DIVAS & COCKTAILS

"Divas and Cocktails" is the perfect mix of late-night discussion, lip service, lifestyle, fashion and social media buzz. A digital cabaret, "Divas and Cocktails" engages viewers by inviting them into their cocktail lounge where no conversation is off limits. Shaken, not stirred, "Divas & Cocktails" strikes the perfect mix to keep you tuning in for more.

DIARY OF A DIVA

The SHOW, the CONFLICT and the MUSIC. Filming during the "Diary of a Diva – Virtual Benefit Concert" pre-production, Grammy-nominated singers/songwriters and former "R&B Divas ATL" cast members, come together to look back at their careers and personal relationships after the explosion of the "R&B Divas" franchise. "Diary of a Diva" is an intimate exploration of these triple threat Divas, revealing the relationships, trials and triumphs each woman has faced on the rise to music and TV fame.

SOCIAL CONFLICT

This independent short film shares the gripping tale of an urban high school in crisis located in Detroit, MI. This story revolves around the social dynamics of many Americans and reflects the social climate in the world today. In only 30 minutes, this film tackles issues such as mental health, sexuality, poverty, education, gun violence and abuse of power. "Social Conflict" is a project that addresses our greatest fears and speaks truth to power.



WIRF TV AMBASSADOR MODEL

High Profile Women & Social Influencers in Entertainment Industry



WIRF TV will leverage our relationships with high profile women in the Entertainment Industry to serve as WIRF Ambassadors.

Curated Catalog of Existing & Future Content



Our Ambassadors will curate programming on our channels and drive viewers to the subscription-based service. Ambassadors will have an opportunity to create original programming through our first look and development deals.

Proven Partnerships with Women Media & Network Execs



WIRF TV has established relationships with powerful women in film and TV to include Media Executive, Holly Davis Carter

WIRF TV Ambassador Importance & Role

Television, film, music and media are the most powerful tools in the world, and Black women are the number one consumers that networks and advertisers are trying to reach.

- Do you have content that you would like to share?
- Do you have a voice that has been silenced by a culturally incompetent white male lens?
- Do you have a vision or story that resonates with other women of color?
- Do you care about the representations of Black women and girls in the media?

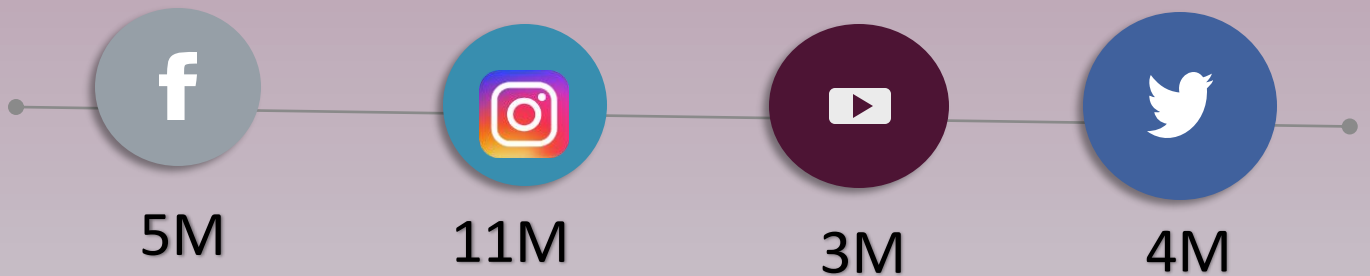
If your answer is YES to any of these questions, then WIRF needs you! WIRF TV is your platform because we truly believe that "Content is Queen".

Our Ambassador Ask:

Curate TV, film and music based content for WIRF-TV Network
Promote your upcoming WIRF TV content on all social platforms
Participate in WIRF TV interviews/promo videos

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Social Media Audience Reach



WIRF-TV Network, its existing cadre of female talent and Black content creators garner strong following and engagement on social media, with evidence to support transitioning social media followers into WIRF-TV Network subscribers

WIRF-TV Network OTT Streaming Services

Overview

- ❖ Our team is researching & evaluating available options for the development, design, launch and hosting an OTT platform
- ❖ WIRF-TV Network OTT will deliver industry leading SVOD and TVOD programming that offers original and exclusive women-centric content
- ❖ WIRF-TV Network, its team and partners, will create an extensive marketing & PR strategy to increase subscriber audience
- ❖ WIRF-TV Network will offer subscriber packages that align with not only current offerings, but that target its primary audience – BIPOC women
- ❖ Example subscription options are the following

MONTHLY

30 Days Free Trial

Starting @ \$5.99 per month

Ad Free Streaming

Get this Plan

YEARLY

Starting @ \$59.00 per year

Ad Free Streaming

1 Free Pay Per View

30 day free trial

Get this Plan



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THANK YOU
FOR YOUR
INTEREST

www.wirftv.com
#EqualityCantWait
#Fight4WIRF