

A SPECIAL OPPORTUNITY TO JOIN:



## A NEW TV NETWORK

JOIN OUR MISSION TO DIVERSIFY LIFESTYLE TV!  
ADD "BRUSHED TV" ON ALL ROKU TV'S & DEVICES!

Visit [Brushedtv.com](https://www.brushedtv.com) today to see our first season of classes and add our channel!  
We look forward having you join us on this creative journey!

# JOIN OUR NETWORK

*Make History With Us*



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**The Opportunity:** Brushed TV is actively recruiting niche content creators to collaborate with us to create long-form content for our TV network. While many creators are experiencing success on social platforms, there is still much more to explore on the television. **We'd like to collaborate with like-minded individuals** to share content that deeply explores meaningful topics and adds educational value to millions of lives. Interested in learning more? Keep reading to find out more!

## What is Brushed TV?

Brushed TV is a streaming network 100% owned and operated by a black woman-entrepreneur Vernicia Respres (Owner of Brushed Studios). Brushed TV is currently available on the Roku TV platform (73.5 million users) and is dedicated to revolutionizing the content landscape by fostering diversity, promoting positivity, and enhancing the well-being of our audience. We are committed to providing an uplifting home, health, and creative lifestyle content that reflects the beauty of our diverse world.

## Brushed TV's Vision, Mission & Key Pillars:

### 1. Diversity and Representation:

- We are committed to showcasing the richness of the Black experience and other underrepresented voices. Our content creators will come from a variety of backgrounds, ensuring authentic representation in all aspects of life.

### 2. Positive Lifestyle Content:

- Our network focuses on spreading positivity and promoting healthy lifestyles.
- We will aim to empower our audience to lead happier, more fulfilling lives by providing practical tips, inspirational stories, and valuable resources.

### 3. Home and Decor:

- We offer a wide range of content related to home improvement, interior design, and DIY projects. Our shows will inspire viewers to create beautiful, functional, and welcoming living spaces.

### 4. Health and Wellness:

- We prioritize the physical, mental, and emotional well-being of our viewers.
- Our programs will cover topics such as fitness, mental health, nutrition, and self-care.

### 5. Creative Lifestyle:

- From art and music to cooking and fashion, we celebrate the creativity and passions that make life vibrant. Our creative lifestyle content is designed to inspire and guide viewers to explore their own passions.

## CONTACT US

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Hwy, SE Mableton GA, 30126 #102  
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678-887-9743

[www.brushedstudios.com](http://www.brushedstudios.com)

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IG: @brushedatl

# WHY HOST WITH US?



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Join Brushed TV and Be Part of the Change! Our streaming network invites talented content creators, passionate about our mission, to join us in making a difference. Together, we'll bring positivity, diversity, and wellness to the forefront of the streaming world.

## Why Content Creators Should Join Us:

- Inclusive Community:
  - We foster a welcoming and inclusive community where all viewers feel seen and valued.
- Inspiration and Empowerment:
  - Our content inspires viewers to make positive changes in their lives and encourages personal growth.
- Quality and Innovation:
  - We maintain high production standards and stay on the cutting edge of content creation and technology.
- Support for Creators:
  - We offer a platform for content creators to amplify their voices, and we provide resources and support to help them succeed.
- Building a Brighter Future:
  - By diversifying the media landscape, we contribute to a more inclusive and accepting world.
- Endless Monetization Opportunities:
  - While we typically don't pay specifically to host content on our platform, we offer many resources for our content creators if interested - ranging from business consulting to fully paid production deals (shooting, wardrobe, materials, editing and more). Keep reading to learn more about monetization opportunities.

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# THE PROCESS



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## Communication and Collaboration (What to expect if you decide to work with us)

Effective collaboration will be a win-win for both our streaming network and the content creators we work with. It helps create engaging content, expands your network's reach, and strengthens relationships within the content creation community.

### 1. Collaboration & Ideas:

- We'd love to discuss potential collaboration ideas. We are open to your suggestions and will consider how your content style can fit within our network's theme.

### 2. Formalize Agreements:

- Once we land on a plan, we will create a formal agreement or contract that outlines the terms of the collaboration, including responsibilities, deadlines, compensation (if applicable), and any rights or permissions for content usage.

### 3. Content Creation and Production:

- Many of our network creators will be invited to create content at our studio in Mableton, GA, however regardless of the shoot location, we will collaborate closely during the content creation and production phase.
- We will happily share resources, expertise, and creative input to ensure the project aligns with both parties' expectations and maintains quality.

### 4. Promote and Market the Collaboration:

- We will leverage both parties' audiences to promote the collaboration.
- Share the content across social media, websites, and other platforms to maximize exposure.

### 5. Feedback and Review:

- After the collaboration is completed, we will solicit feedback from both parties. What worked well, and what could be improved in future collaborations?
- We will use this feedback to refine future collaborations and make the process more efficient and successful.

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# WHATS IN IT FOR YOU?



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## Benefits of Joining Us & Sharing Your Content on our Platform

### Exposure and Audience Reach

As mentioned before, Brushed TV Network is independently owned and operated & is currently featured on the ROKU TV platform. Connected TV (CTV), which includes platforms like Netflix, Hulu, Amazon Prime Video, Disney+, and others, is on the rise. Streaming platforms provide on-demand access to a wide range of content, and their viewership numbers can be substantial. As of 2023, CTV has gained a phenomenal viewership of 183.5 million across the globe, a marketing treat for most advertisers.

### Monetization Opportunities

Brushed TV has a portfolio of resources that is at the disposal of content creators includes but is not limited to: Book publishing, wholesale products (for capsule collections and product launches) and more! **Content creators will increase exposure for their brand simply by joining such a large platform**, and can consider these additional revenue generating opportunities by working with us:

- **Licensing and Merchandising:** Talent could potentially earn additional income through licensing deals, merchandise, product and digital asset sales related to the intellectual property associated with the show or project.
- **Endorsements and Sponsorships:** Talent could secure endorsement deals and sponsorships from brands looking to leverage their popularity and influence. Affiliate programs can be lucrative as well.
- **Syndication:** For successful TV shows, syndication deals can be a significant source of income for both the network and talent. Actors and creators may receive a portion of the revenue generated from the syndication of their content.
- **Appearance Fees:** Some on-air talent, particularly hosts, reporters, or commentators, may receive fees for making public appearances, speaking engagements, or participating in promotional events.
- **Production Deals:** Networks may enter into production deals with talented individuals, where they provide funding and resources for the creation of content in exchange for a share of the profits.
- **Subscription & Video on Demand:** Brushed TV will offer guests the opportunity to post paid content by offering subscriptions to channels or specific shows.

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# OUR REQUIREMENTS



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## Creative Support and Resources

If you are selected to be featured on our network, Brushed Studios will provide technical and creative assistance, including but not limited to: Creative direction, show supplies & production, editing, set design, casting budgets, wardrobe, music licensing and more:

- Book Production & Publishing
- Technical Resources & Consulting (E-commerce)
- Show premiers & launches!

## Eligibility and Requirements:

1. **Relevant Expertise:** Demonstrated expertise or knowledge in the relevant subject matter. This could be in areas such as technology, cooking, fashion, science, travel, entertainment, or any other niche.
2. **Passion and Enthusiasm:** A genuine passion for the subject matter and the ability to convey that enthusiasm to the audience.
3. **Charisma and On-Camera Presence:** An engaging and charismatic on-camera presence that draws in viewers and keeps them engaged.
4. **Communication Skills:** Strong communication skills, including the ability to articulate ideas clearly, conduct interviews, and interact with guests and the audience effectively.
5. **Creativity and Innovation:** The ability to bring a fresh perspective, innovative ideas, and creativity to the show to make it stand out in a competitive streaming landscape.
6. **Consistency:** Demonstrated ability to consistently create and deliver high-quality content, as streaming shows often have regular schedules. Pre-recording content that is 15-30 minutes per episode is required.
7. **Adaptability:** The flexibility to adapt to changes, work in different formats (live, pre-recorded), and handle unexpected situations that can arise in live or recorded broadcasts.
8. **Marketing and Promotion:** A willingness and ability to promote the show and engage with the audience on social media and other promotional platforms.

## Application Process

If you are interested in hosting content on our network or creating original content with us, we'd love to hear from you. Please email us answers to the questions on our application page with the subject line "Host on Brushed TV". **Thank You for Considering Brushed TV!**

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# APPLICATION



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## Brushed TV Application Questions:

Please email answers to [brushedstudiosatl@gmail.com](mailto:brushedstudiosatl@gmail.com) for consideration. Remember to personalize your responses, showcasing your passion for the network's mission and your unique qualifications for the role. Additionally, consider providing links to relevant work samples, a demo reel, or a portfolio to support your application.

1. Please provide a brief introduction and overview of your background and experience in hosting or related fields.
2. What inspired you to apply for a hosting role on our network, which focuses on minority creativity and wellness?
3. What unique perspective or experiences do you bring to the table as it pertains to minority communities and their creative and wellness needs?
4. How do you envision your role in promoting diversity and inclusivity within the network's programming, and how would you ensure underrepresented voices are heard and celebrated?
5. Describe your familiarity with the target audience of our streaming network. What kind of content and topics do you believe would resonate most with this audience?
6. Share your creative vision for a show that combines elements of creativity and wellness while addressing the unique challenges and aspirations of minority communities.
7. Do you have any specific show format ideas or segments in mind that you believe would engage our audience effectively?
8. Can you provide examples of past work that highlight your interviewing skills and ability to engage with a wide range of guests?
9. What measures would you take to address topics related to mental health and wellness, which are especially important within minority communities, in a respectful and supportive manner?
10. Have you worked with or have experience in partnering with organizations, experts, or influencers within the creative and wellness spaces?
11. What is your approach to self-care and maintaining your own wellness, especially given the demands of hosting a show focused on these topics?
12. Please provide a brief summary of any technical skills or resources you can bring to the role, such as equipment, software, or production expertise.
13. Are you available and committed to hosting a regular show on our network, and do you have any existing commitments or conflicts that may affect your availability?

Again, we look forward to hearing from you. If we are interested in further discussions, a member of our team will reach out to you to set up an Q&A Session so we can explore the possibilities.

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# WE ARE ON TV!

## We have Launched A TV Network...



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## GET CREATIVE WITH US!

### Add Our TV Network

Please add our "Brushed TV" streaming channel to any Roku device to gain instant access to FREE guided paint classes & activities.

### Let's Do Business

Share our Network with everyone you know! We offer a variety of creative services for Individuals, Small Groups, Businesses & Organizations.

### Let's Get Social

Please share and tag us if you post us! We are @brushedatl on Instagram, Tiktok and Youtube! Share our Network with the world!!!



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