

# MORNING UPDATE

WEEKDAYS AT 11 AM PST



LIVE



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Morning Update is Converge Media's flagship program offering news and entertainment tailored to the Pacific Northwest's Black and urban audiences. Monday through Friday, Trae Holiday and Omari Salisbury get you up to speed with street-level coverage of the day's most relevant news, featuring conversations with elected officials, community leaders, local creatives, and more.

Built from a combination of short and long form content as well as commentary by trusted voices from the Black community, the Morning Update Show is praised by citizens, government officials, community leaders, and local business owners.



Omari Salisbury is the COO and Founder of Converge Media, a leading producer of content for black and urban audiences. The son of the first black-owned photography studio in the Northwest, Omari Salisbury hails from a long line of visual storytellers. 52 countries and counting, Omari is a true global citizen working in media across the continent of Africa, the middle east, and Europe for Media Zone, Clouds Media Group, and Status Communications. No matter where Omari finds himself across the globe, he will always call Seattle home. Omari is a proud native of Seattle's Central District and a graduate of James A. Garfield High School.

# OMARI SALISBURY



## TRAE HOLIDAY

TraeAnna Holiday is a true Seattleite who has watched her city change in many ways. Her first passion was in the creative field; acting, singing, and stage managing productions in high school. She took that passion to Howard University, where she studied theater management in her first year of college. Then through the communications program at UW Tacoma, she began to understand her value in the field; always wanting to tell the stories she saw before her. In a Communities in Economics course, she learned about the academic version of displacement- gentrification. This course led her to also study Urban Studies at UWT, creating a deeper understanding of why those changes she saw in Seattle existed. Through studying abroad and being displaced by gentrification, she's now fueled to tell her neighborhood's story through film and education while working on the solutions. Working with Africatown Community Land Trust and producing content with Converge Media are two of the ways she's begun to do just that. As a steward of community with a passion for storytelling, she brings her ideals to life and strives to help others do the same.



# ABOUT OUR AUDIENCE



## FACEBOOK

Followers: 46,874



## INSTAGRAM

Brand Followers: 12,200  
Omari Followers: 12,000



## TWITTER

Brand Followers: 7,226  
Omari Followers: 30,300

## YOUTUBE

Followers: 2,690

## WEBSITE

Visitors: 15,000/month  
Patreon: 400 subscribers

## EMAIL

Subscribers: 1,689

# WHO IS WATCHING?

Over 1 million monthly views  
80% Washington Residents  
Ages 25-54  
60% Women  
40% Men

## Engaged

Our tagline is "Where Seattle Goes to Talk" because our viewers are highly engaged with every episode of The Morning Update Show. From a welcoming and supportive good morning, to answering eachothers questions, to engaging in political debate, our viewers are truly listening.

## Diverse

Our viewers run across racial, age, gender, and party lines providing a diverse audience for your company.

## Supportive

We currently have over 300 monthly paid subscribers and local business attest to an increase in followers and purchases after partnering with us.

# PARTNERSHIP OPPORTUNITIES



## VIDEO ADS

- 15 sec
- 30 sec
- 60 sec

Introduce yourself to the Morning Show audience via a 15, 30, or 60 second video advertisements 5-days per week. Don't have a video ad? Let our creative team create a stunning representation of your business.

VALUE: \$750/WEEK + \$3,500 in Video Production

## VIDEO INTERVIEW + SOCIAL POST

This is your opportunity to share your story past the traditional news soundbite. Our interviews are the most praised coverage we offer on the Morning Update Show.

VALUE: \$500

## ARTICLE + EMAIL + SOCIAL POST

We have an average 15,000 monthly visitors. Similar to our longform video coverage but in written form, Converge Media publishes weekly articles to our blog that are also distributed across our email and social media network.

VALUE: \$500

## COMMITMENT

\$3,500 Production + \$750/week	video ads
\$500	Video Interview + Social
\$500	Article + Email + Social Posts

4 WEEK COMMITMENT TOTAL VALUE: \$7,500



“The Converge Media team has been responsive, proactive, flexible, on time, professional and ready for anything. We are currently working with them on two campaigns and our experience has been just wonderful. They deliver important information in a respectful matter to our communities.

Working in partnership with them is a pleasure and I look forward to continuing growing our collaboration and doing more great communication!”

**Mafe Cobaleda-Yglesias**  
Vice President The Vida Agency





# CONTACT

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