



Jannelle





So Jannelle TV is a weekly lifestyle/magazine show featuring curated stories of immigration and representation told in a culturally-relevant way that aims to entertain and inspire viewers - Filipinos and non-Filipinos alike.

Launched in 2017, and is the recipient of the 2021 Migration Advocacy Awards from the Commission on Filipinos Overseas.

The MAM Awards recognize the positive and significant contributions of media outlets, institutions and practitioners in the fields of print, radio, movie and television, advertising and internet from the government and private media organizations in the Philippines and abroad, in raising public awareness on Filipino migration issues advocating the cause of and promoting a positive image of Filipinos overseas. (Commission on Filipino Overseas. Migration Advocacy and Media (MAM) Awards. <https://cfo.gov.ph/mam-awards/>)





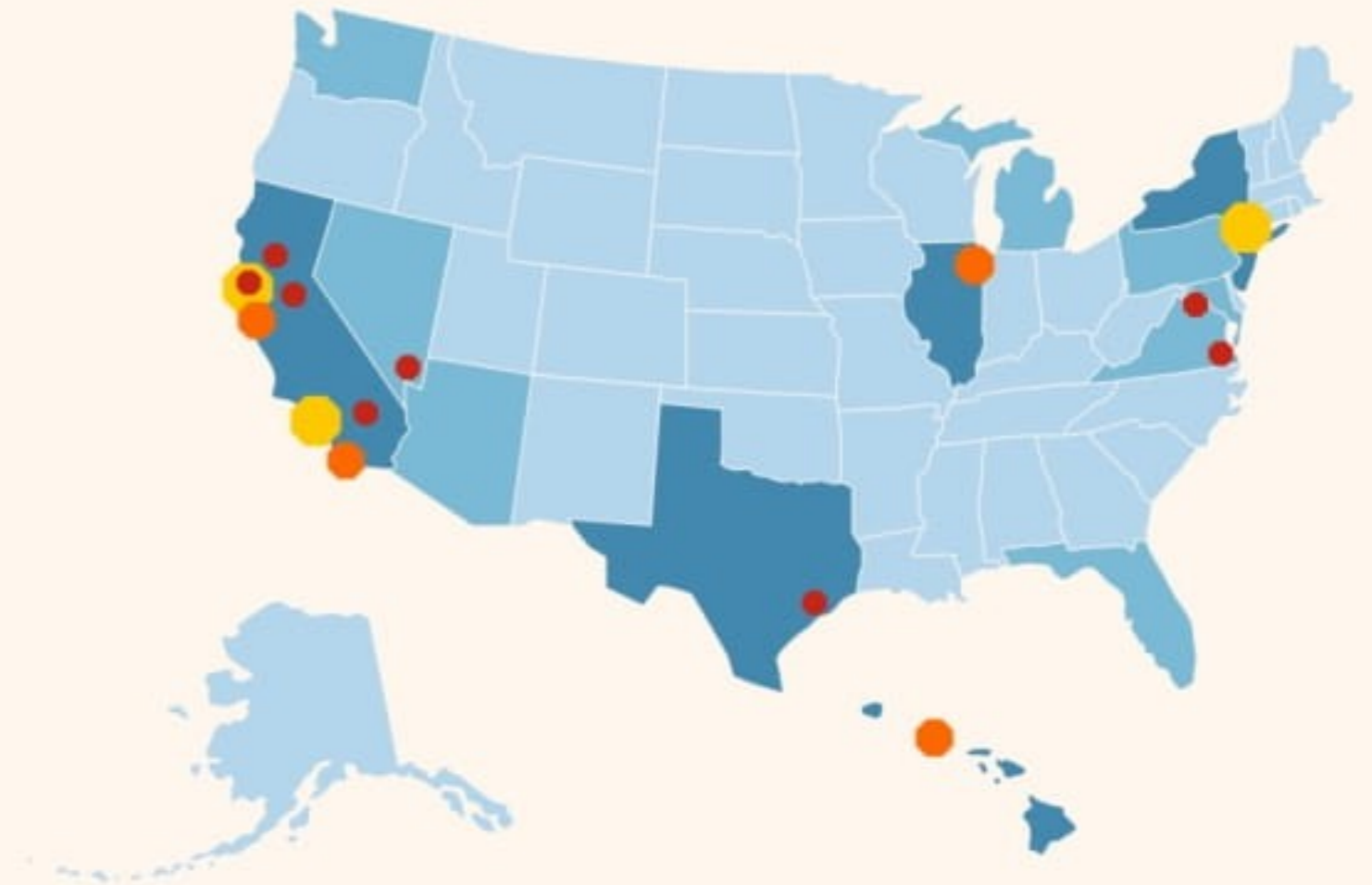
Needed

The Filipino-American community is the 2nd largest immigrant community in CA, second only to Hispanics; and the 3rd largest in the US, next to Hispanics and Chinese. But the current media landscape does not reflect this number. The FilAm community only has 2 premium paid cable channels. Most of the programming comes from the Philippines.

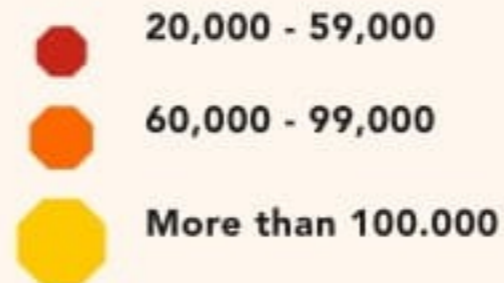
There is a lack of media outlet that delivers accurate news, culturally-relevant stories and helpful tools - specific to the Filipino community in the U.S.

Source: 2011 American Community Survey, US Census Bureau.
© 2013 Migration Policy Institute

State Proportion of the Filipino-Born Population in the United States



Number of Filipino Born in a Metropolitan Area



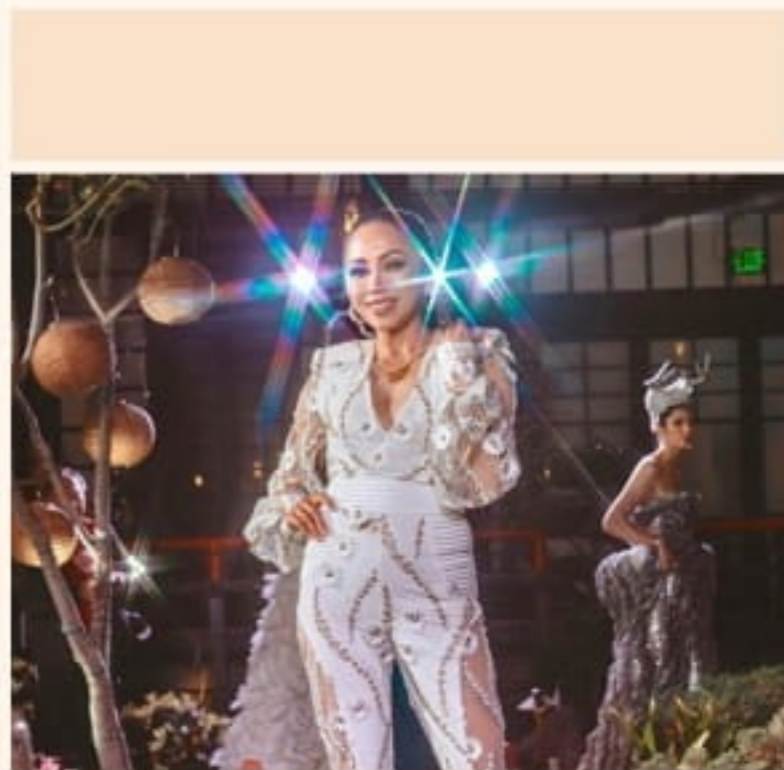
State Share of the 1,813,600 Filipino Born*





JANNELLE

PRESENTED BY
JANNELLE SO PRODUCTIONS





Jannelle

- Jannelle So-Perkins (Jannelle So) is a Filipino-American media pioneer that has built a name for herself as the creator and founding host/producer of America's first and only locally-produced daily talk show for Filipinos in the U.S.
- She produced, hosted and ran the production for 8.5 years and has a track record of building a following.
- She is a 1st generation Filipina known who was an established personality in the Philippines where she had a successful 6-year print and broadcast journalism career before migrating to the United States.
- After a hiatus from 2014 - 2017 to concentrate on raising a family, she launched her own company - Jannelle So Productions, Inc. that now produces So Jannelle TV.
- She is a preferred Host/Moderator for different Filipino-American events; sits on the advisory committee of NaFFAA National and on the Board NaFFAA - GLA region.



Engaging

So Jannelle features a diverse set of guests from a wide range of backgrounds — entertainers and celebrities, entrepreneurs, and Filipino-Americans with extraordinary stories.

- **Alaiza Malinao** is a Filipina model, a former Asia's Next Top Model and a former Miss Universe Philippines candidate.
- **Angelica Hale** is a Filipino-American singer who competed in the 12th season of America's Got Talent and finished the competition in second place.
- Ukrainian-American singer and actor **Anthony Fedorov** was the former lead singer for the Chicago band 7th Heaven who rose to fame on the 4th season of American Idol.
- **Arnel Calvario** is an hip hop dance enthusiast, founder of Kaba Modern, president of Culture Shock International, member of Kinjaz and Doctor in Occupational Therapy.
- **Apl.de.ap** is a Filipino-American rapper, singer, a record producer, and a founding member of the hip hop group, Black Eyed Peas.





Engaging



- **Beverly Vergel** is a director, producer, writer, and now lives and works in Canada after many screen appearances in the Philippines during the 1980s and 1990s.
- **Cliffton Hall** is an American theater actor and singer who is married to Deedee Magno who is also a Filipino-American singer and actress.
- **Daniel Padilla** is a prominent Filipino actor and recording artist.
- American actor, singer, and songwriter **Darren Criss** rose to fame starring on the TV series, Glee and received Emmy and Golden Globe acting awards for his leading role as spree killer Andrew Cunanan in The Assassination of Gianni Versace: American Crime Story.
- Filipino-American actress and singer, **DeeDee Magno-Hall** is best known for her work in the pop group The Party, and as the voice of Pearl in the animated series Steven Universe, and its epilogue series Steven Universe Future.
- American former basketball player **Jamaal Wilkes** was a three-time NBA All-star, and won four NBA championships with the Golden State Warriors and Los Angeles Lakers.



Engaging



- **Jennifer Paz** is a Filipina-born actress and voice actor known for voicing Lapis Lazuli and Traci in Steven Universe and Steven Universe Future.
- **Jonas Gaffud** is a Filipino author, the co-founder of Aces and Queens—a boot camp for beauty pageant candidate—and owner of the modeling agency, Mercator Artist and Model Management.
- **Jordan Clarkson** is a Filipino-American professional basketball player for the Utah Jazz of NBA.
- **Josie Harrison** is the mother of one of today's vastly growing stand-up comedian, Jo Koy.
- Asia's Superstar **Kathryn Bernardo** is the first and only Filipina actress who breached the \$15-million mark for two movies.
- **Leni Robredo** is a Filipina lawyer, politician, and social activist who is the 14th and incumbent Vice President of the Philippines
- **Manny Pacquiao** is a Filipino politician and a former professional boxer who is regarded as one of the greatest professional boxers of all time.



Engaging



- **Mark Dacascos** is the chairman of Iron Chef America and an accomplished martial arts expert and actor.
- **Michael Cinco** is a Dubai-based Filipino designer who is best known for his fabulous couture gowns.
- **Miguel Vera** is a former Filipino actor in the 90's, and currently he is a singer and theater performer based in LA.
- Best known for her iconic antagonist roles in the Philippine movies/television, **Princess Punzalan** is now an actor and a healthcare professional based in LA.
- **Rabiya Mateo** is a Filipino model and actress, and she represented the Philippines at the Miss Universe 2020 pageant and finished as a top 21 semifinalist.
- Filipino-American film and television actor **Reggie Lee** has played William "Bill" Kim on Prison Break and Sergeant Drew Wu on Grimm.
- **SB19** is a five-member Filipino boy band that debuted in 2018 and the first Filipino and Southeast Asian act to be nominated in Billboard Music Awards for the Top Social Artist category.



Jannelle

The Content Segments

SO TRUE

Segments that highlights the inspirational immigrant stories that live within the Filipino American community - why they moved here, the struggles they faced, and how they overcame the struggles to thrive in the US.

SO HOT

Coverage on trends in fashion, social media, technology and community talking points - as well as interviews with up-and-coming personalities - reflecting anything that's currently popular and in-demand.

SO LOCAL

On location segment that features all things local Filipino, from restaurants and musical events to travel and tourism.

SO ON THE GO

Engaging coverage of high profile events ranging from press conferences to Hollywood parties and everything in between.



Jannelle

The Content Segments

SO CANDID

Interview segment with recognizable guests in the field of fashion, sports, politics, culinary, entertainment; whether Filipinos, Filipino-Americans, or U.S. mainstream celebrities with affinity to Filipino community.

SO INSPIRING

Uplifting and diverse stories of struggling through obstacles and triumphing over adversity of individuals from the Filipino-American community.

SO INFORMED

Informative public service segments that address common issues that affect the Filipino-American community related to public policy in the United States and the Philippines.

SO TOGETHER

Insightful interviews with power couples within the Filipino-American community to discuss juggling diverse sets of careers, relationships, and family lives.



Powerful

The Filipino Channel

**The undisputed leader and
universally-recognized media brand
among Filipinos all over the world**

TFC on Cable and Satellite is the most powerful way to grab the Filipino-American Consumers' Attention!

With more than a third of Filipino households in the U.S. subscribing to TFC through cable and satellite partners, TFC is now well-entrenched within the most affluent homes, for 20 years and counting.

TFC is the most-distributed and most-welcomed Filipino programming in North America, with the following partners:





Powerful

The Filipino Channel

Distribution Partners

Direct TV • AT&T • Cablevision
Verizon FiOS • Charter • Comcast
COX • Time Warner •
Oceanic Timer Warner Cable
CC Communications • Century Link
Duncan Cable TV • Golden Rain Foundation
Groton Utilities • KPU CommVision
MTA Communications • Open Band Media
Phonoscope • Rainer Cable TV • RCN
Bright House Networks • GCA Cable
Hawaiian Telcom • Summit Broadband
Tacoma Public Utilities • Wave Vision
Zito Media





Effective

The Filipino Channel

Audience Profile

Seen by almost 1.5 Million viewers in all 50 states, TFC is embraced by Filipino homes as a paid premium channel through satellite and cable.

1st and 2nd generation Filipino, Male / Female, 35-54, 55+

Hardworking, family-oriented, achievers, maintains strong ties and roots to their culture and traditions, with very deep connection to their homeland

Values family, faith, education, saving for the future, respect and care for elders

Buying behavior categories: dining, financial services, insurance, telecom, automotive, computer / internet / cable connection





California



KNET transmits Channel 32, Virtual Channel 25 is part of the KNLA transmitter.



Reaches **1.5 million** households over the air Broadcast ranges the **Greater Los Angeles Area** including key cities (Irvine, Riverside and Simi Valley).



Social



So Jannelle TV



@sojannelletv



SoJannelleTV

STATISTICS

9,800
FOLLOWERS

4,900
FOLLOWERS

5,500
SUBSCRIBERS

AVERAGE TRAFFIC PER MONTH

91,750
REACH

16,700
REACH

250K
IMPRESSIONS

26,080
VIEWS &
ENGAGEMENTS

21,420
VIEWS &
ENGAGEMENTS

24K
VIEWS

(AS OF NOVEMBER 2022)



*Many
Opportunities*

Traditional Commercial Spots

- May be used for company branding, to promote recall
- May be used for specific thematic promotions a company have at different periods

"So Easy" Segment Sponsorship

- A 60-second segment that shows client's service and/or products' ease of use.
- Will include opening billboard, bug, client's website or phone number throughout; will be produced as a regular segment, part of the show
- May be defined as a client's own "infomercial segment" within the program

*Cost includes production, shoot and editing of segments
Client may use segments for the other promotional needs on other platforms*



*Many
Opportunities*

Segment Sponsorship

- A chance for the client/advertisers, to align itself with some segments on the show.
- Will include billboard

(Example, "SO True" segment featuring stories of Filipino-American immigrant's challenges and triumphs.)

Show Sponsorship

- A chance for the client/advertisers, to be fully-visible on a given episode of the program
- Will include open and close billboard, at the start and end of the show, live mention at the end of the show, two (2):30 TVCs
- May be used for branding and/or if a client wants to push a specific call to action



Supported



TOYOTA



Jollibee



Walmart 


xoom
A PayPal Service

 DIRECTV

AARP


 Philippine Airlines
The Heart of the Filipino

Yakult

 sendwave

MARTIN
PUREFOODS

Forex 
COMMERCIAL LOGISTICS & FULFILLMENT

 MoneyGram

LAW OFFICES OF
CARINA CASTAÑEDA, P.C.
Winning Trial Attorney

 BALITA
FILIPINO NEWS

 FINANCIAL RESCUE

 Resorts World


PECHANGA
RESORT CASINO


OSKIN
MED
SPA



Thankful

...for your time and interest.
SO looking forward to working with you!

JSP@jannellesoproductions.com