IMMIGRANTLY

MEDIA KIT

DECEMBER 2023 // PREPARED BY SAADIA KHAN

ABOUT IMMIGRANTLY MEDIA

Immigrantly Media is a forward-thinking IP start-up exploring America's relationship with minorities, especially immigrants, serving as a powerful platform for the BIPOC community. At the core of Immigrantly Media's mission is the commitment to presenting authentic and diverse stories that go beyond stereotypes, providing a platform for a more nuanced understanding of minorities' experiences. Our content delves into the complex themes of identity, belonging, and integration, fostering empathy, education, and advocacy.

Our award-winning flagship weekly podcast, **Immigrantly**, bears witness to the everyday extraordinariness of immigrants, second-generation kids, people of color, and change-makers. Through deeply personal discussions around race, identity, and the immigrant experience, we dare to ask our guests what they think of America and what they hope for America.

A growing media production company, Immigrantly Media has released an investigative true crime podcast in collaboration with Rifelion Media. **Invisible Hate** sheds light on the worst true crimes that are motivated by race, religion, or sexual orientation and are usually perpetrated against minorities.

With the support of **American Public Media Group**, five more podcasts are in development and slated for launch in 2024:

- Banterly: Tailored for Gen Z pop culture enthusiasts, **Banterly** engages in complex, critical conversations about all things media. Season One of Banterly launches on January 10, 2024. Listen to the trailer here.

- Sportly: This podcast explores both famous and lesser-known people, practices, and pinnacle events in sports and their rich history.

- Nationly: A short-run series highlighting critical issues facing minorities and immigrants in the battleground states, offering an unfiltered perspective on pressing matters.

- Celebrity-Hosted Children's Issues Podcast: Focusing on everything from school curriculums to cafeteria food, this podcast addresses crucial aspects of children's lives.

- Eatly (working title): Highlighting the importance of food as a great connector, Eatly explores the cultural, social, and personal dimensions of our relationship with food.

In addition to these exciting developments, we plan to leverage audio AI tools to license content for broader outreach, ensuring that our impactful stories reach an even wider audience. As a startup, we believe that Immigrantly Media is uniquely positioned to make a lasting impact on the narrative landscape and amplifying voices that deserve to be heard.

Our vision is to:

- Lead the way in creating an effective space for honest and open dialogue around complex issues that affect all Americans.
- Humanize stories of a diverse group of people and create counter-narratives to misconceptions about immigrants and people of color.
- Take charge of our narratives through meaningful representation.
- Empower listeners to be "intentional consumers of information."

"A podcast that centers immigrant stories without putting immigrants into a box! Many of my favorite episodes stay with me long after I power off my headphones!"

★★★★★

OUR IMPACT

Unlike mainstream media, which often prioritizes audience comfort over honest dialogue, we strive to create a more holistic society by elevating diverse perspectives and experiences. Through Immigrantly Media, we are revolutionizing storytelling in America by offering a new kind of intellectual engagement that encourages our young, diverse, and socially conscious listeners to learn and unlearn on their own terms without fear of judgment.

The Immigrantly podcast sets to explore the intersectionality of racial identity, culture, and class in a divided America. As an immigrant, host Saadia Khan presents a unique perspective of an outsider/insider. Covering everything from love and dating to food and faith, each weekly episode explores a theme with inspiring guests such as:

Grammy-winning singer **Arooj Aftab**; bestselling author of 'The Kite Runner,' **Khaled Hosseini**; investigative journalist **Rana Ayyub**; NPR Throughline's **Ramtin Arablouei**; culture podcast **The Mash-Up Americans**; Part-Time Genius producer **Mangesh Hattikudur**; author of "Why Didn't You Tell Me?" **Carmen Rita Wong**, author of "The Good Enough Job," **Simone Stolzoff**, stand-up comedian **Hari Kondabolu**, comedian **Aparna Nancherla**, and host of 'Classy,' **Jonathan Menjivar**.

Our true crime podcast Invisible Hate has covered notable hate crimes including: the murder of **Matthew Shepard**, the murder of **Alan Berg**, and the lynching of **Michael Donald**.

OUR APPROACH

Immigrantly Media uses a combination of narrative storytelling and interviews to provide engaging, immersive content. Our well-researched narrative takes a deep dive into topics often overlooked by mainstream media and Western educational curricula. Our interviews offer complex and challenging conversations with guests with a diversity of national origin, immigration status, and racial/ethnic identities. Primary audio sources and original music enhance our podcast episodes, which are recorded in a professional sound studio.

METRICS

Podcasts

- Total downloads: 1,000,000+
- Subscribers: 25,000+ engaged listeners on Spotify and Apple Podcasts

Digital

- Average monthly website traffic: 1.8K page views, 1.3K unique visitors
- Average monthly social media reach: 13K accounts reached

"I'm a disconcertingly enthusiastic true crime fan and [Invisible Hate] does it all a little differently. I've learned more about hate crimes each episode. The hosts do an incredible job of being engaging while respecting the victims and families involved, which is a tall order for this genre."

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NOTABLE FEATURES AND AWARDS

- Strategic Investment from American Public Media Group, 2023.
- Finalist for Next Challenge for Media & Journalism, 2023.
- Apple Podcasts Feature, "Facing All That We Are," Asian American Pacific Islander Month, May 2023.
- Apple Podcasts Feature, International Women's Day Campaign, March 2023.
- Gold in Diversity, Equity, and Inclusion, Signal Awards, 2022.
- Spotify Feature, "The Cost of Living in White Space," January 2023.
- Apple Podcasts Feature, "Community is Home," December 2022 & January 2023.
- Interview/Talk Show Bronze Winner, The Lovie Awards 2022.
- Featured in the Nieman Story Board, "A podcast focused on diversity practices what it preaches," July 2022.
- Featured on Apple Podcasts App & Website under “This Moment,” June 2022.
- Partnered with the National Hockey League (NHL) to celebrate Asian and Pacific Islander Heritage Month, April 2022.
- Featured in The Guardian, "Best podcasts of the week: Can Jon Hamm keep his cool under pressure?" March 2022.
- Featured in The Slowdown, "A Podcast That Unpacks What It’s Like to Be an Immigrant in America," January 2022.
- Spotify Feature, “A Future For Afghanistan: For Its People, By Its People,” January 2022.
- Featured on CNN Style "Beginner's Guide to America' and 5 other works that illuminate the US immigrant experience," April 2021
- Partnered with the National Hockey League (NHL) to celebrate Asian and Pacific Islander Heritage Month, April 2021.

NOTABLE REVIEWS FOR IMMIGRANTLY PODCAST

- Mentally? Magpie “Episode Highlight: Human Rights Be Damned” by Keelin
- “I Am Blown Away By Immigrantly” by Jay Shifman

NOTABLE EPISODES

- Reporting the Human in All of US
- Unraveling Class Identity: A Candid Conversation with Jonathan Menjivar
- Written In The Stars
- The Quiet Violence of Language
- The Chapel Hill Murders

"I am Mexican, I am a daughter of immigrant parents. 1st to graduate with from the university in my family. I was born in the US but I am ‘not for here or there.’ At least this is how I've felt my whole life. Immigrantly has helped me be a little more proud and confident in who I am."

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IMMIGRANTLY TEAM

Founder, producer, and host Saadia Khan leads a diverse team who support the platform in its efforts to celebrate representation and inclusion in America.

Saadia Khan, Founder, Producer, and Host
Saadia Khan is a Pakistani American immigrant, human rights activist & social entrepreneur. She is also the founder and host of an award-winning weekly podcast, Immigrantly, and the co-producer and co-host of Invisible Hate podcast, which focuses on hate crimes committed against minorities. She holds a Master's in Human Rights from Columbia University. She has worked with UN Women, and other UN entities at a small civil society organization focused on women's rights. She is also a board member of Hearts and Homes for Refugees. This volunteer-driven nonprofit organization works with the U.S. Department of State & designated agencies to welcome refugees. In addition, she writes for publications, including the Brown Girl Magazine, Yes! Magazine, Medium, and the Globe Post.

Shei Yu, Associate Producer
Shei is a queer Taiwanese American audio editor, writer, and community organizer. They graduated with honors with a BA in Cultural Anthropology from Pomona College. She has worked for non-profit organizations including LA Review of Books, The World Music Foundation, and ONE Archives Foundation. Her work is driven by an intention to bridge communities, share untold stories, and mediate conflict and miscommunication.

Michaela Strauther, Lead Content Writer
Michaela was born in Michigan but grew up in the South, which is where she calls home. As a lover of writing and storytelling, she aims to spotlight the diverse pool of minority experiences in both fiction and nonfiction narratives. Writing has always been a passion of hers, so she is excited to share her words with all of you!

Rainier Harris, Content Writer
Rainier is a student at Columbia University majoring in English. He has written or reported for The New York Times, WNYC, NPR's Here & Now, PBS NewsHour Extra, and other outlets.

Bobak Afshari, Content Writer
Bobak is a writer and filmmaker from the Bay Area California. He graduated from NYU with honors in Social Cultural Analysis and a minor in Film. His film and written work focuses on the intersection between social advocacy and interpersonal identity

Amy Zhang, Social Media Coordinator
Amy is an Asian American filmmaker based in NYC. She graduated from Barnard College majoring in English with a film concentration and a minor in East Asian Studies. Prior work experiences include film production, photography, communications, and product design. She is passionate about telling socio-political stories especially about immigrants, women's rights, and first-generation low income communities.

IMMIGRANTLY TEAM

Ellery Groth, Editor and Sound Designer
Ellery is a Brooklyn-based audio producer and sound designer. He graduated from The George Washington University with a degree in Communication and Psychology. He is interested in stories that explore deeply human experiences from across the globe. He is passionate about labor rights and economic reform. He has worked as a producer for several media companies, including New York Public Radio and Sirius XM.

Haziq Ahmad Farid, Editor and Sound Designer
Haziq is a graduate of New York University and Berklee College of Music with a concentration in Audio Engineering. He is passionate about stories as he believes that stories have the ability to connect people in a world that can oftentimes feel very isolating.

Aditi Misra, Host of Banterly
Aditi is a recent graduate of Barnard College where she majored in Political Economics. She performs stand-up and sketch comedy around the city and is passionate about media representation and uplifting diverse stories.

Aidan Taylor, Host of Banterly
Aidan is a Midwest-raised writer who graduated with honors from New York University with a degree in Journalism and Anthropology. He's interested in writing about lifestyle, fashion, and pop culture all while highlighting the Black experience and telling stories from underprivileged groups that are often silenced or more challenging to tell to larger audiences.

"[Immigrantly] is one of my favorites because of its commitment to telling great stories and information from a multitude of immigrants. It demonstrates that there are so many types of immigrants and each have their unique experiences.

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CONTACT US

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