

**COLOR**

**Media Kit**

# About COLOR

COLOR is a pop culture site focusing on the intersection of race, culture, feminism, sexuality in modern entertainment. COLOR brings the best of TV recapping, fandom engagement and pop culture criticism together in one engaging, entertaining, and informative package.

COLOR is the epitome of today's young adults; fandom-focused, socially conscious, out-of-the-box thinkers who are not only interested in what what's going on in Hollywood, but also in learning more about the world around them to make it a better, fairer place.



## About Me



I'm Monique Jones, a journalist, entertainment blogger, and pop culture critic, with 5 ½ years of experience. I have built my journalism reputation by working for outlets such as:

Entertainment WEEKLY



TOPLESS ROBOT

NewTimes MIAMI



Antenna Free TV

BLACKGIRLNERDS



Coming of FAITH

COLOR has been running for nearly one year, and due to my journalism and interviewing skills, along with my passion for fan engagement and prior website management experience, I have positioned myself as one of the rising stars in the pop culture criticism world, particularly in the blerd ("black nerd") and nerds of color communities. I have also established myself as one of the premiere voices in TV criticism, due to my deep understanding of character development, plot structure, and storytelling.



# What **COLOR** Can Do For You

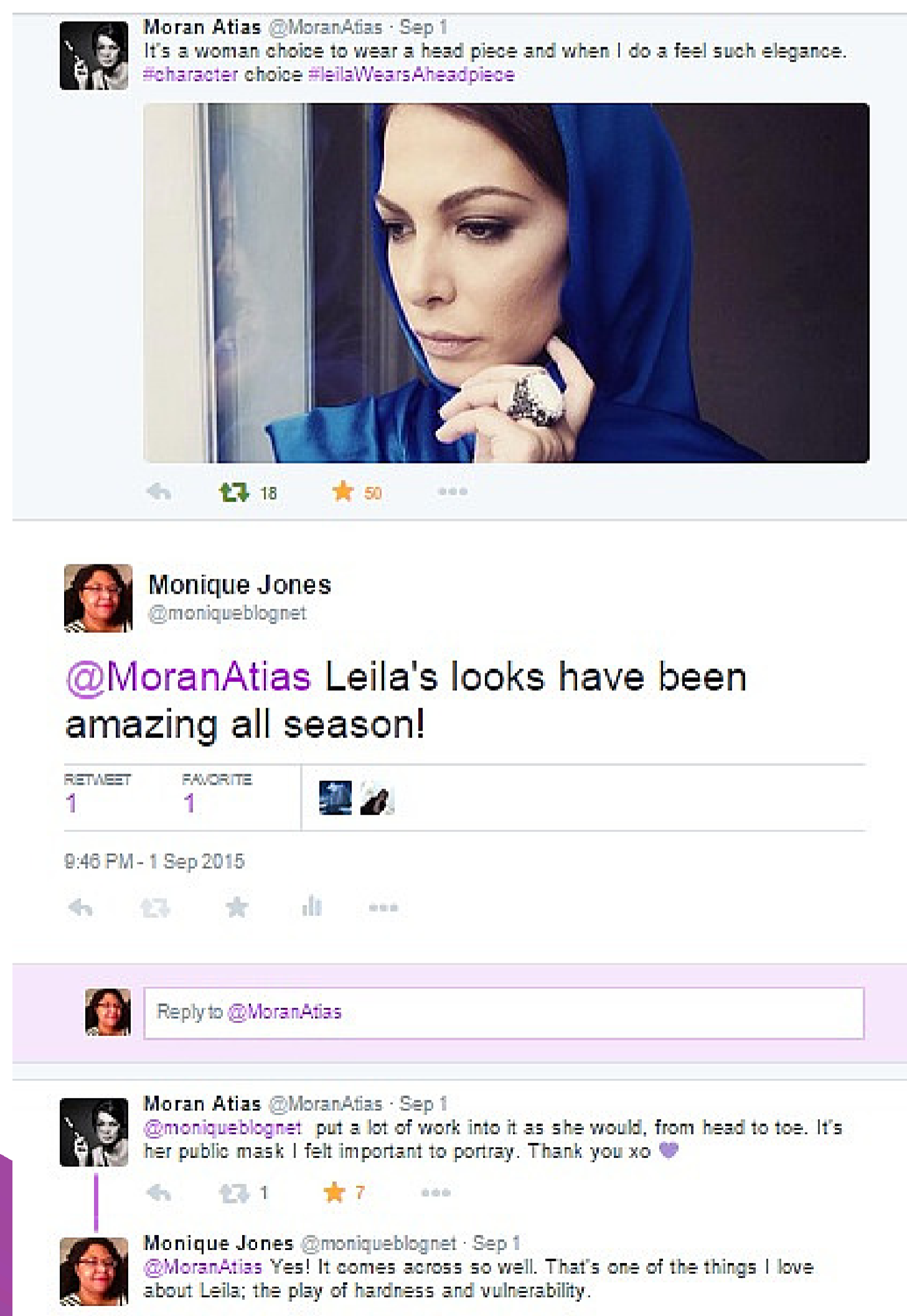


## Case Study: Tyrant

For the second season of FX's Tyrant, I held weekly live-tweeting sessions during episode airings. I was able to garner the attention of several of the show's cast members, including Cameron Gharaee, Keon Alexander, Sybilla Deen, Moran Atias, Melia Kreiling, and Noah Silver. I was able to later translate my online relationships with Gharaee and Alexander into interview opportunities.

## Live-tweeting

Are you an outlet that needs someone who can engage your community in a fun, hilarious, and thought-provoking live-tweet session during the primetime fall and/or summer season? I have experience with leading a community in discussing the soap operatic moments in some of TV's biggest shows, such as Downton Abbey, Fresh Off the Boat, Empire, Sleepy Hollow, Tyrant, How to Get Away with Murder and others. My live-tweets also garner the attention of stars from the shows themselves, making it even more fun for live-tweeters.





## Recaps/React Posts

Are you an outlet that wants an entertaining, thorough recap of one of TV's must-watch shows? Do you want that recap to also capture the voice of an underserved portion of the TV-watching community? I write recaps not just from the standpoint of a TV viewer, but also from a socially and racially critical perspective. My combination of character and plot analysis, social commentary, and fandom enthusiasm make my recaps unique among the heavily-saturated recap landscape.

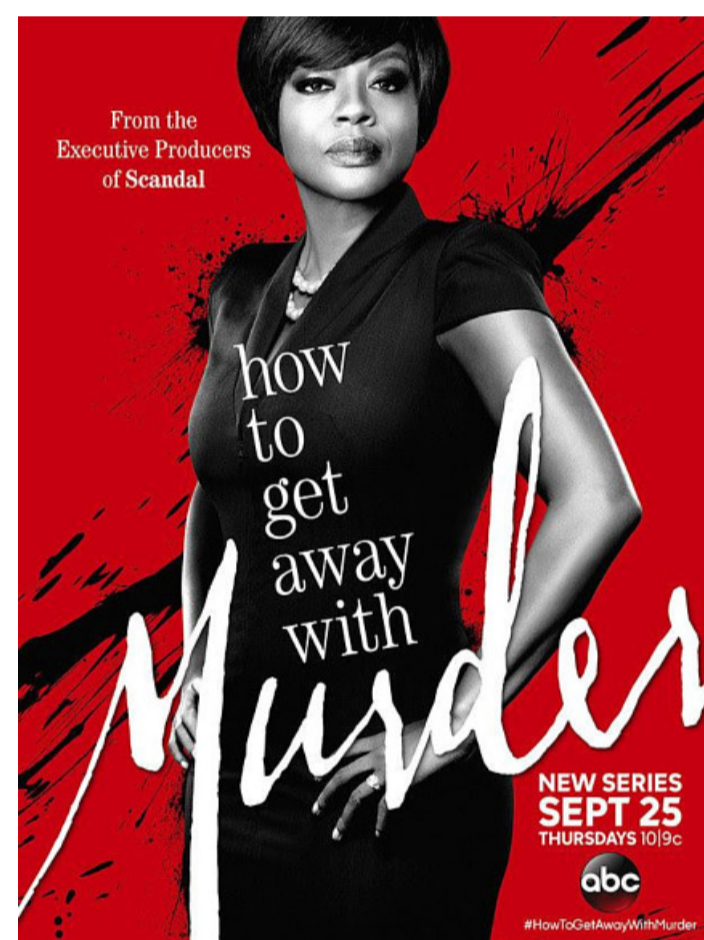
### Case study: How to Get Away with Murder

Throughout my recap coverage of How to Get Away with Murder, I highlighted moments when the show would weave in social commentary on feminism and race relations. Highlighting these moments reveal how the show informs and educates its viewers on different life experiences while being entertaining.

Read my work!

## SLEEPY HOLLOW

# Empire



“I am glad that more sympathetic cases are being portrayed. Last week’s was about physical abuse; this week’s is about America’s corrupt system that continues to thrive on the backs (and deaths) of black people. David, the Death Row inmate, didn’t commit murder, yet he was tried and convicted. Annalise had been working overtime to get him free and to show the courts just how racist America still is.” – from recap of How to Get Away with Murder episode, “Freakin’ Whack-A-Mole”



## Read my work!



## TV/film criticism

Are you looking for more pop culture critics to showcase on your site, podcast, or TV or radio show? I have been analyzing TV and film for most of my entertainment journalism career, and have a background in media studies. I can provide your outlet with a comprehensive and intelligent analysis of what makes a show or film tick, where it went right and, if the case may be, where it went wrong.

### Case Study: Sleepy Hollow

During the second season of Sleepy Hollow, I chronicled the negative fandom and critical reaction and analyzed where the season went wrong in several posts. My coverage helped fans make sense of the behind-the-scenes drama, reminded them of which storytelling aspects worked in the first season, and kept them informed of what would be coming their way with the third season.

- “As a character, Katrina is consistently the weakest, but she’s been really weakened down into an antebellum stereotype of a “pure” white woman. We are constantly told that she’s a “powerful witch” and Ichabod believes she could help them save the world. But she’s constantly put in situations where she has to be saved, either by Ichabod or Abbie (or both). Ichabod (via the writing) also robs Katrina of any chance to do anything for herself and to be her own woman (something Abbie constantly has to remind him of).” –excerpt of “Sleepy Hollow: The fandom strikes back + what we’ve learned”
- Black people are chronically under-represented in sci-fi and fantasy, and a show like Sleepy Hollow breaks the stereotype. Without these characters, we wouldn’t have been able to have great moments in Season 1 that also revealed more about the hidden race conversations black people have on a daily basis, such as when Abbie and Irving both got on Ichabod’s case for repping Thomas Jefferson, informing Ichabod of the truth about his friend[]—excerpt from “Sleepy Hollow: The lesson FOX learned about viewers’ love for diversity on TV”



# Pop culture criticism

Want someone to make sense of key pop culture moments that catch hold of America's imagination? I have written about the influence of certain pop culture figures, social media's response to moments in pop culture, and I have also used my criticism skills to analyze watershed moments in the nation's collective consciousness, such as #BlackLivesMatter, police brutality, the legalization of same-sex marriage, and many more.

“[Kim Kardashian's PAPER cover] is just another way to prod at Saartjie Baartman, who was sold in London and became a freak show exhibition in England and France, her butt and the genetic differences she inherited from her native Khoikhoi people (such as an elongated labia minora) supposedly signs of African deformity, subhumanity, and, of course, savagery (which is often linked to sexuality).”—from “A Big Butt Girl's Frustration with Big Butts”

## Read my work!



## #SANDRABLAND



## Case Study: PAPER Magazine's "Break the Internet" Cover

Big butts are part of the current beauty consciousness, especially after Kim Kardashian's "Break the Internet" cover for PAPER Magazine. However, without recognizing the historical exoticism and othering of women with big behinds, specifically black women, there's the danger of hypersexualizing the black woman's body. I wrote "A Big Butt Girl's Frustration with Big Butts" to outline this phenomenon and how it ties to history, specifically to Saartjie Baartman, an African woman who was exoticized, reviled, and studied like an animal all because of racist attitudes surrounding her body type. This article has become one of my most popular articles to date, at over 2K views.



## Read some interviews

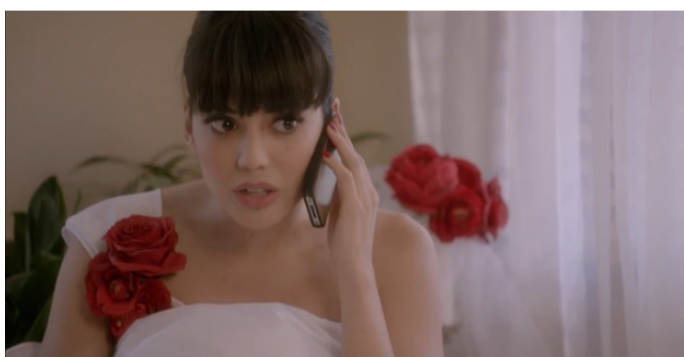
**Empire**



**SLEEPY HOLLOW**



## The Ridiculous Six



## Interviews

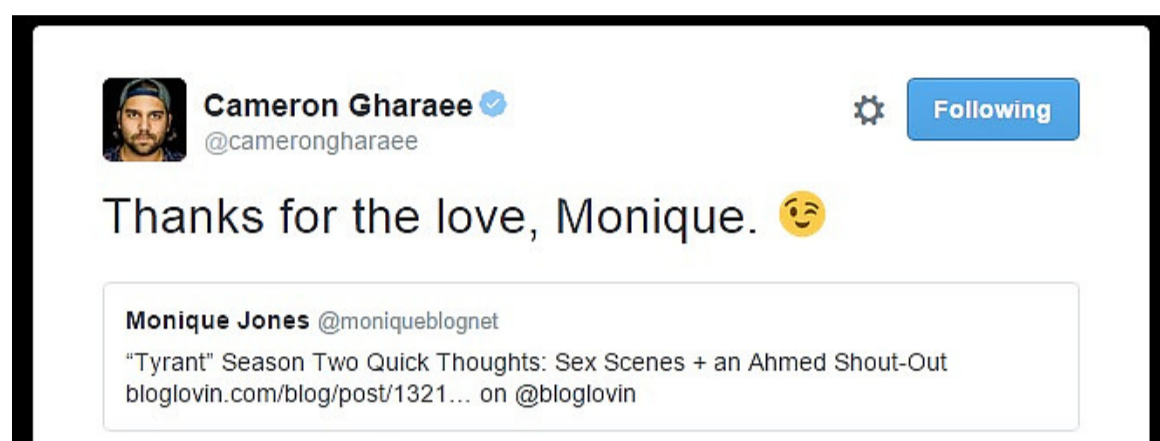
Do you need someone to conduct an interview that sounds less like an obligation and more like a one-on-one intimate conversation? I have maintained the attitude of “do unto others as they do unto you,” and that they should be treated with respect and courtesy. I also treat my interview subjects, no matter how well-known, like everyday people, which leads them to feel comfortable and open in the interview. Whether I’m talking over the phone or emailing my questions, my everyday style of interviewing, plus my insistence on asking thought-provoking, unique questions, has allowed me to get at the person behind the name and engage them as I would a friend. It has also allowed me to reap the benefit of repeat interviews.

### What they said on social media:





# What the fans and stars have to say about **COLOR** and Monique :





# COLOR Stats:

**Monthly Unique Visitors: 3.5K (US) 5.0K (Global)**

**Monthly Pageviews: btwn. 10K-12K**

**Twitter followers: 1,093 (and growing)**

**US Demographics:**



**Women readers make up the core demographic**

**Ages 25-34: 25%**

**Ages 35-44: 23%**

**Ages 18-24: 16%**

**Ages 45-54: 14%**



**70%** of readers are college educated (48% college, 22% grad school)



**Readers are also breadwinners**

**\$0-\$50K: 58%**

**\$50K-100K: 26%**



# COLOR Readers by Ethnicity

**Largest Index:      Largest Group:**

**African-American      Caucasian**

*Website appeal across the board!!*

**Compared to the US index average,  
a reader attracted to COLOR is:**

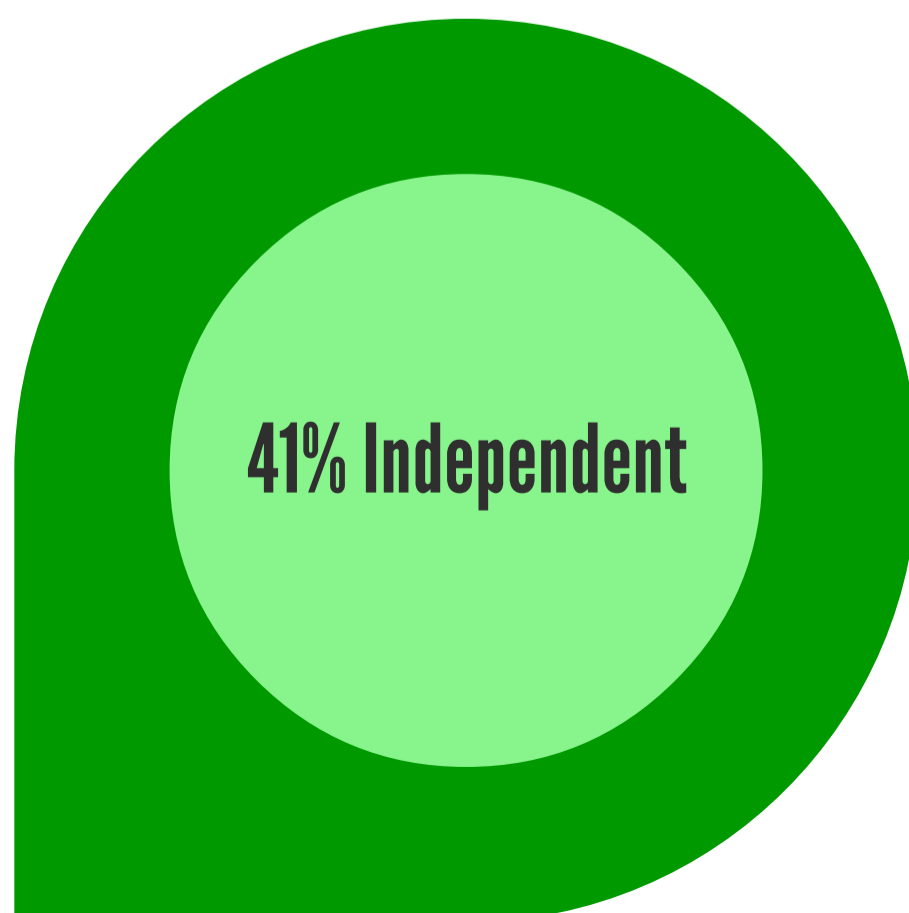
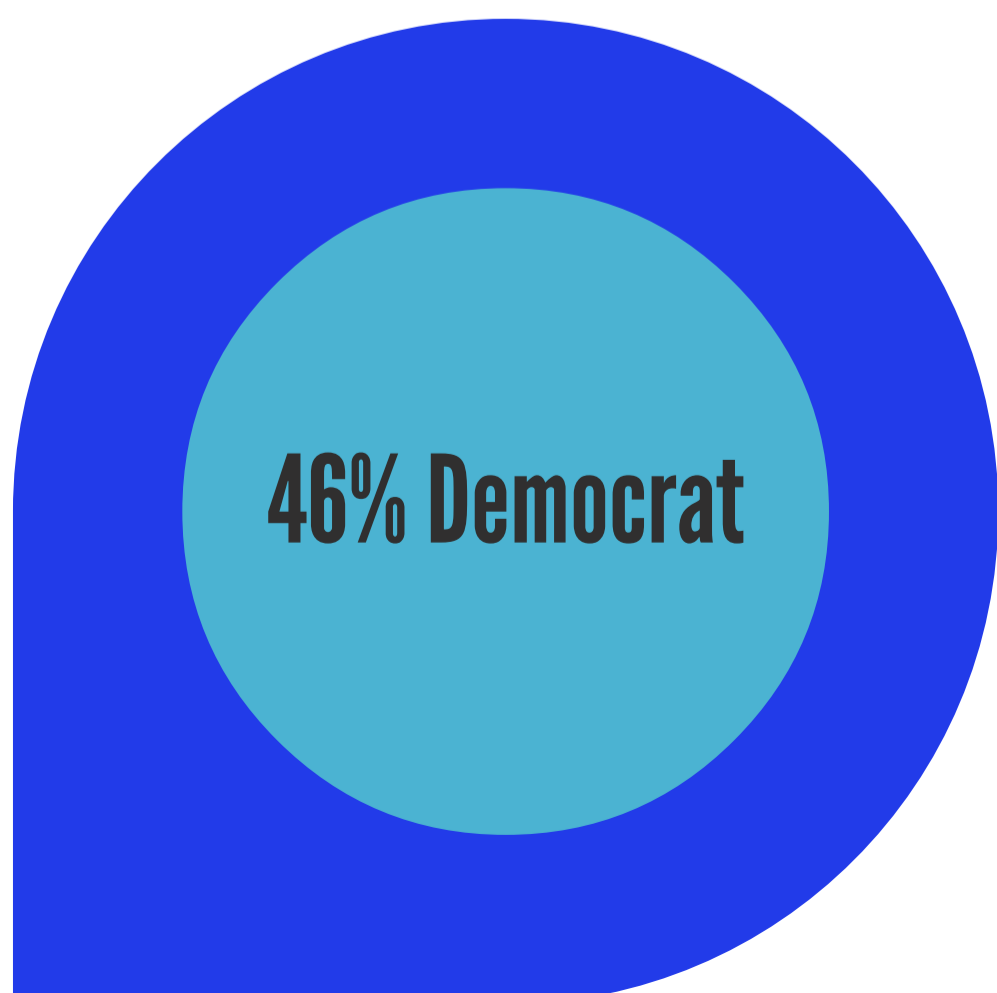
**2.71x as likely to be an African-American (compared to 9% US average)**

**1.37x as likely to be an Asian (compared to 4% US average)**

**1.19x as likely to be an unspecified minority/ethnic group (compared to 1% US average)**

**1.05x likely to be Hispanic (compared to 9% average)**

# COLOR Readers by Party Lines



**78% of readers politically  
engaged**

**Active: 31%**

**Somewhat active: 47%**

Statistical reference: Quantcast



Work with  
**COLO**R

Monique is available for :

 **Brand Sponsorships**

**Freelance Writing** 

 **Radio/TV/Podcast**

**Appearances**

**Live-tweet events and Twitter**   
**takeovers**

 **Interviews with celebrities and**  
**notable figures**

**Moderate web events** 



# Contact **CO**LO**R**

**For business inquiries and/or general information, please contact Monique at either of the following:**

**Email: [monique@colorwebmag.com](mailto:monique@colorwebmag.com)**

**Twitter: [@moniqueblognet](https://twitter.com/moniqueblognet)**

