
Media Executive Pairs Streaming Service with Online Community to Elevate Women's Voices

Connecting Remarkable Women to Inspiring Stories through Content and Community

PHILADELPHIA, PA - We are excited to announce the pairing of THIS IS IT NETWORK and our SCREAM YOUR DREAM Community to elevate the voices of women around the world. [THIS IS IT NETWORK, LLC](#) is a global digital streaming platform that connects remarkable women to inspiring stories while empowering our engaged global community of female entrepreneurs, executives, and leaders. CEO and Executive Producer, [Cheldin Barlatt Rumer](#), founded THIS IS IT NETWORK in 2013 as an extension of her existing digital agency, i-g creative, which launched in Philadelphia, Pennsylvania in 2009.

Cheldin, an immigrant from Sierra Leone, West Africa, a mother of two, an adjunct professor, a former Division 1 athlete, and a female personal branding expert, felt a strong passion to connect like-minded women through educational entertainment and useful online resources. Through the art of storytelling, THIS IS IT NETWORK provides its global audience with short-form, online video content and lifestyle blogs while supporting promotional partners through nano-influencer programs and online advertising campaigns.

To strengthen the relationships between her viewers and the content creators showcased on THIS IS IT NETWORK, Cheldin created our [SCREAM YOUR DREAM Community](#). Through this union, community members now have direct access to the talented experts, personalities, and hosts found on the platform. The merging of THIS IS IT NETWORK and our SCREAM YOUR DREAM Community validates the importance of content and conversation to highlight the global economic and social impact of women while supporting international collaborations and cross-promotions.

*Women spend approximately 187 minutes on their digital devices per day. *Women control 89 percent of the purchasing power in their households. *Since 2007, the number of women-owned businesses has grown by 58 percent. THIS IS IT NETWORK and our SCREAM YOUR DREAM Community seeks to be the foundation where these numbers meet. By creating a diverse platform paired with an inclusive community, viewers now watch informative programming, engage in meaningful discussions, and share their expertise all while celebrating their ambition.

When asked about the importance of diversity and inclusion, CEO, Cheldin Barlatt Rumer says, **“THIS IS IT NETWORK offers a daily celebration of diversity. Our inclusive platform provides access to relatable and digestible content from real professionals, telling real stories and providing real advice. Our conversations are not limited to a holiday or special occasion, the inspiring stories of diverse women are told here every day.”**

New video content and lifestyle blogs are distributed daily. Currently, there are over [250 FREE episodes available with an additional 40 courses](#) exclusively curated for our SCREAM YOUR DREAM Community. Memberships are only \$49 per month or \$499 per year. Content is produced weekly by Cheldin Barlatt Rumer and her team of [33 “THIS IS IT” Experts](#) who offer editorial content, hosted programs, and instructional online courses in categories ranging from food and drinks to lifestyle and leisure.

THIS IS IT NETWORK

YOUR DIGITAL TV NETWORK

*<https://www.wbenc.org/news/behind-the-numbers-the-state-of-women-owned-businesses-in-2018/>

*For more information or to arrange an interview with Cheldin Barlatt Rumer
please email Erin McGovern: erin@i-gcreative.com*

THIS IS IT NETWORK is a global, female, minority-owned, digital streaming platform. Each day we share inspiring stories with our diverse audience of remarkable women from around the world. Our inclusive and engaging content consists of online video content and lifestyle blogs that are hosted and written by an array of captivating personalities and professionals. We provide both FREE and subscription-based content.

The network's **SCREAM YOUR DREAM** mission and community inspires our members to find their unique voices and use them to no longer whisper their wishes but – with confidence – tell their stories and promote their brands. Through the art of storytelling, nano-influencer programs, and online advertising campaigns, THIS IS IT NETWORK delivers entertaining yet educational content that celebrates the entrepreneurial spirit and encourages our audience to scream their dream!

IMPORTANT LINKS:

- WATCH NOW: www.thisisit.tv
- LEARN MORE: <https://www.thisisittv.com>
- INSTAGRAM: <https://www.instagram.com/thisisittv>
- FACEBOOK: <https://www.facebook.com/thisisittv>
- LINKEDIN: <https://www.linkedin.com/company/thisisittv>
- TWITTER: <https://twitter.com/ThisisitTV>
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