

# MediaMedia

## MEDIA ANGLES

### FOR INTERVIEWING DESHAWN JOHNSON

What was your inspiration for establishing Black e-Commerce?

How did you research for the site?

How long was the process?

During your research, were there any findings that surprised you?

If so, what were they?

What kind of experience has this been for you?

What has been the initial response since Black e-Commerce was launched?

What features distinguish your site from others on the subject(s)?

Who are your competitors?

Where do you see Black e-Commerce five years from now?

Who is your target audience?

What form(s) of advertising are you utilizing to let people know you exist?

What do you ultimately want viewers to get from the site?

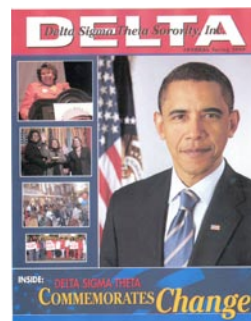
Have you enlisted the help of partners or strategic alliances?



**Tell Us USA News Network;** article currently featured: Achieving Financial Independence in an Economic Downturn



**Tell Us USA News Network;** article approved for publishing (posting any day): Career Transition: A New Beginning



**WOKB 1680 AM,** interviewed on Marian Edwards Show, July 2009 [note commercial about Blackecommerce.com ran on station for 30 days]

**Black Enterprise Business Report** (TV show) - May 2009, Aired on TV One; Interviewed as participant at Entrepreneurs Conference & Expo



**Delta Journal Spring 2009,** Delta Sigma Theta Sorority, Inc.; featured as entrepreneur, including an overview of Blackecommerce.com

**Black Enterprise Digital Digest,** April 2009; featured event BE Ye Ready Bootcamp

**Black Enterprise Magazine,** January 2009; featured website registration drive for Blackecommerce.com



**Who's Who in Black Detroit 2008;** featured entrepreneur and founder Blackecommerce.com

## MEDIA MENTIONS