

**KICK THE CONCRETE**

Media Kit



# KICK THE CONCRETE

## Mission

Kick The Concrete is a media company meant to inspire and motivate people to connect with community and culture through authentic representation with a lens of love, truth and justice.

Founded in 2017, Kick The Concrete is about reclaiming the art of storytelling. It started as a platform for artists by artists as a canvas for personal reflection. It has since expanded to capture current events with a perspective that lives outside of time and space.

Inspired by Tupac Shakur's "The Rose That Grew From Concrete" and utilizing more than a decade of experience in journalism, social media and content creation, Kick The Concrete invites you to connect with something greater and live in authentic purpose.



# Company History

Kick The Concrete was founded in 2017 as a digital website with the initial purpose of being a platform of first-person stories for music artists. The company published its first print magazine and held a release party in Hollywood, California during Grammy weekend in January 2020.

Kick The Concrete went on hiatus during the COVID-19 pandemic due to limited resources and a change in the way media was produced and consumed.

In 2024, Kick The Concrete was revived and expanded to cover sports, fashion and other elements of culture along with its original music coverage.

# KICK THE CONCRETE

## Victoria Hernandez Founder and CEO



Victoria Hernandez is a journalist and content creator who is passionate about reclaiming the art of storytelling at the intersection of sports and culture. Upon finding a great need for artists to have ownership of their stories, she launched Kick The Concrete in 2017 and published a print magazine in 2020 complete with a release party over Grammy Weekend.

“Lady Viii” was a community engagement producer at USA TODAY Sports for two years where she created the Drip Check series and covered the NBA Finals and the Super Bowl. She took a leap of faith and left that position in 2024 to relaunch Kick The Concrete.

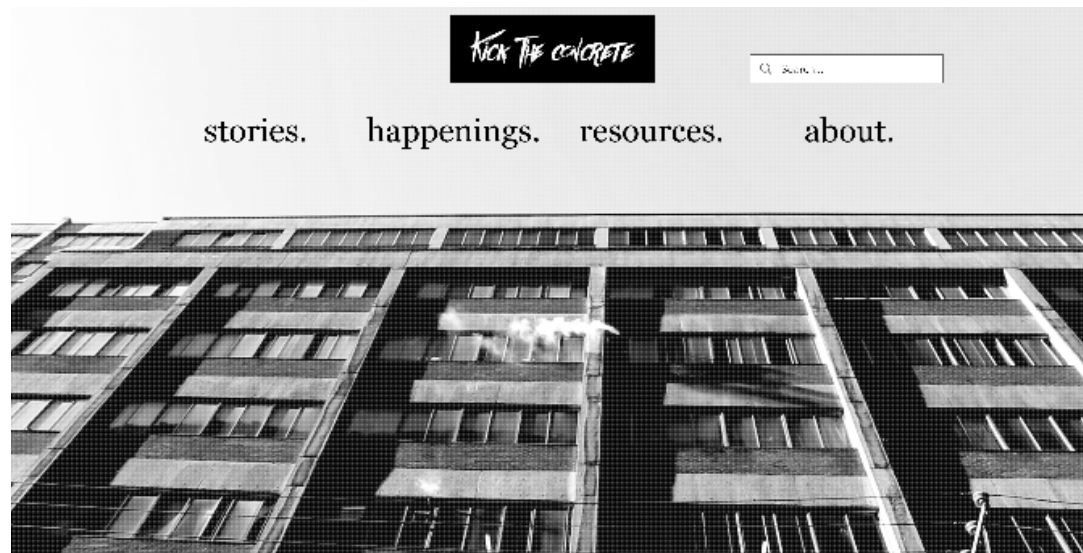
Prior to USA TODAY, she was an editorial assistant at the Los Angeles Times for four years and has worked for several other publications, including ESPN’s Andscape, the Sun-Sentinel, Rivals.com, Genius and Urban Pitch. She hails from Denver and is a graduate of the University of Miami.



# KICK THE CONCRETE

## Products

### Website



Kick The Concrete is an online publication that covers sports, music and fashion with a heart for storytelling.

Our website, [kicktheconcrete.com](http://kicktheconcrete.com), houses our content divided into two sections:

- Stories - first-person testimonials sharing the heart behind the art
- Happenings - news and features in the here and now

# KICK THE CONCRETE

## Products

### Events



Kick The Concrete hosts community mixers to bring people together around the appreciation of creativity.

We have hosted community mixers in:

- Denver at Vinyl Valhalla with a concert ticket giveaway
- Los Angeles at Delicious Pizza with a DJ and free food



# KICK THE CONCRETE

## Products



### Drip Check

One of Kick The Concrete's most engaging pieces of content is the "Drip Check" series. This is a video breakdown of the fashion statements from various sports events around the country — and the world.

- Posted on Instagram, TikTok and YouTube
- Instagram collaborations with top stylists in sports, including Infamis Missy (16.8K followers) and Darnell Booker (Justin Jefferson's stylist)
- KTC's Instagram averages 50k impressions per month

# KICK THE CONCRETE

## Products



### Magazines

Part of Kick The Concrete's mission to reclaim the art of storytelling includes offering a dynamic print product.

The first Kick The Concrete magazine was published in 2020 as a collection of first-person testimonies from music artists. It was celebrated with a party during Grammy weekend in Los Angeles.

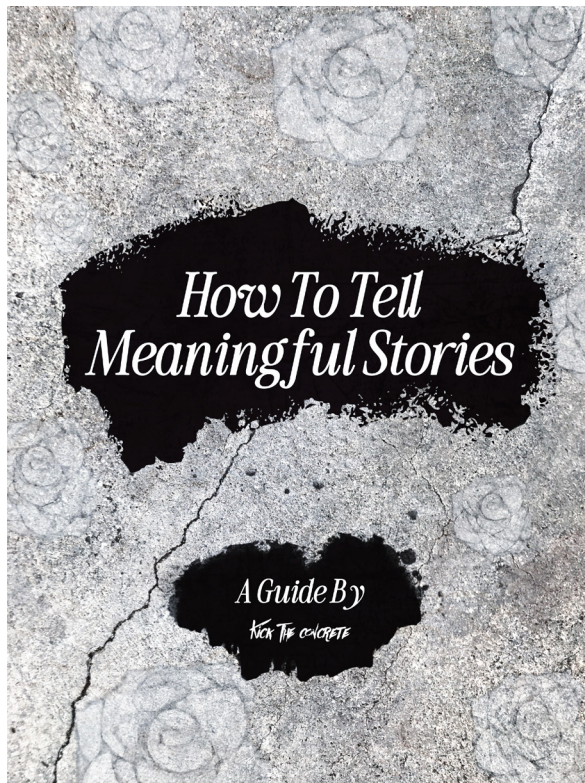
The second edition was published in 2022 and was not publicly released, but sent directly to close supporters of the company.

The third magazine will be published in Q1 of 2026 as a tribute to the company's roots in Colorado. It will combine Kick The Concrete's origins as a platform for music artists with its new mission to tell stories at multiple intersections of culture.



# KICK THE CONCRETE

## Products



### “How To Tell Meaningful Stories”

Part textbook, part zine, Kick The Concrete presents “How To Tell Meaningful Stories,” an innovative guide for journalists, content creators and storytellers of all mediums.

The storytelling guide is written by veteran journalist Victoria Hernandez, Kick The Concrete’s chief executive officer and head of content. She has worked for publications including the Los Angeles Times, USA TODAY Sports and ESPN. She utilizes her more than 10 years of experience to combine practical tips, light-hearted commentary and a sense of hope that is rare in the news and entertainment industries.

The guide is an extension of Kick The Concrete’s mission to inspire excellence and motivate people to live in purpose through connection with community and culture at the intersection of sports, music and fashion.

# KICK THE CONCRETE

## Testimonials

### Reviews for “How To Tell Meaningful Stories”

Victoria Hernandez and Kick The Concrete have assembled a valuable resource for journalists and storytellers. Whether you're trying to break into the industry, brush up on your skills or rediscover your passion for your work, “How To Tell Meaningful Stories” is a fantastic guide.

— Soren Baker, founder of Unique Access Ent. and renowned author of “Chronicles Of The Juice Man” with Juicy J and “The History of Gangster Rap,” among other books

Victoria's storytelling guide is a concise, entertaining and invaluable tool that both seasoned and aspiring journalists can utilize. It's an easy read with lessons from her own experience, which is hard to come by.

— Kailyn Brown, Pulitzer Prize-winning culture journalist at the Los Angeles Times

Victoria's guide is gold. She's my go to, my storytelling guru, and I know you all will benefit from this guide as much as I did. We're lucky to learn from such a creative, talented person like Victoria!

— Mirin Fader, New York Times bestselling author of “Giannis” and “Dream” and journalist

Victoria's Storytelling Guide is the kind of resource that makes you pause and rethink the way you tell stories. In a world full of noise, this is a reminder that real stories still matter—and there's an art to telling them well. Whether you're a journalist, content creator, or just someone who wants to communicate with depth and impact, this guide is packed with practical gems and hard-earned wisdom from someone who truly lives the craft.

— Corey Paul, Billboard-charting music artist and founder and CEO of 1M&Co.



# KICK THE CONCRETE

## Brand Guide

### Name formatting:

Kick The Concrete with capital “K” “T” and “C”

Can also be referred to as KTC

### Black and White logos:

KICK THE CONCRETE

KICK THE CONCRETE

### Fonts:

Athelas for headlines (similar fonts are Times New Roman, Garamond)

### Colors:

Black #000000 White #FFFFFF

Gray #dfdcdc Dark Purple #644376 Light Purple #CoBoC9

### Other notes:

Rose motifs throughout

Images of concrete for background



# KICK THE CONCRETE

## Contact

Kick The Concrete is based in Denver with a presence in Los Angeles.

Email: [info@kicktheconcrete.com](mailto:info@kicktheconcrete.com)

Website: [kicktheconcrete.com](http://kicktheconcrete.com)

Social Media: @kicktheconcrete on [X](#), [Instagram](#), [TikTok](#), [Facebook](#),  
[YouTube](#)