

# NATIONAL

## **Public Television Documentary**

Viewpoint short-form documentary (3-5 minutes) will be distributed to Public Television stations in all 50 states, airing for one year, for unlimited broadcast (estimated reach for one year is 60 million households). The short-form documentary is hosted by Dennis Quaid.

## **5-6 Minute Corporate Profile**

Viewpoint will provide the production of one (1) broadcast quality, 5-6 minute educational documentary profile in HD with expansive and detailed information documenting the issues and educational message that concern your target audience.

## **Internet Media**

Viewpoint will digitize the 5-6 minute documentary into a digital file for streaming on your company or organization's website, and will be delivered in a format for streaming on social media. Viewpoint will design and generate an email campaign to your narrowcasted audience sending up to 1,000,000 video emails from the Viewpoint email database.

## **Commercial Television Airings**

Viewpoint will provide the production of one (1) high end one-minute educational commercial segment used for network distribution, broadcast once prime time in over 84 million homes via MSNBC, CNBC, or an equivalent network; and airing 400 times in the top 100 Designated Market Areas during peak and prime time on networks such as CNBC, CNN Headline News, The Learning Channel, Discovery Life, Discovery Channel, or equivalent networks.

## **Project Cycle: 90 – 120 Days**

- Day 1: Contract signed, and organization is scheduled for participation in project
- Day 2 – 14: Project Fee is due on receipt of invoice; Questionnaire and Collaterals Sent (Due by Day 14)
- Day 15 – 45: Project assigned to field producer, producer reviews literature, acclimates and storyline
- Day 46 – 75: Scripts written and approved. Shoot location determined and shoot day set.
- Day 76 – 90+: Shoot day occurs; studio editing of 3 components according to approved script, segments are approved, and media schedule is set for airing.

# VIEWPOINT

— WITH DENNIS QUAID —

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# VIEWPOINT

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## CONTENT PROVIDER BENEFITS

### PARTNERING WITH VIEWPOINT

**VIEWPOINT** is uniquely positioned in the educational media market. The segments created are not just for a "general" audience; rather, these segments are customized to feature important aspects of your specific industry. Our partnerships allow **VIEWPOINT** to feature the biggest names, organizations, and breaking storylines to create the most intuitive and entertaining content available for the viewer.

### PUBLIC TELEVISION SEGMENT

**VIEWPOINT** will develop and deliver a 3-5 minute educational segment comprehensively covering your field, hosted by Dennis Quaid. This cutting edge, network ready segment will feature topics specifically pertaining to your industry, and what role your organization plays in it. Every segment highlights new technologies, trends, and advancements being made while abiding by the strict educational statutes expected by Public Television.

### PROJECT DELIVERABLES

As a thank you for participating as a Content Provider for the **VIEWPOINT**, a high end Commercial and Custom Documentary will be created and distributed to a wide array of national and international media outlets with millions of viewers. This content is high-quality, informative, and content-specific. These files will be provided as HD digital files at the completion of the project.

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## NETWORK EXPOSURE

### COMMERCIAL DISTRIBUTION

**VIEWPOINT** utilizes strategic partnerships with various networks such as CNBC, MSNBC, The Learning Channel, CNN, Fox Business, The Discovery Channel, and many more to place commercial segments that are constructed to communicate the key issues impacting your target markets. These national spots reach over 84 million households nationwide, and only air in peak and prime-time slots.

Additionally, these spots are independently distributed on a regional basis in the top one hundred DMAs across the country, reaching an additional 30 million households.

## DOCUMENTARY

### CUSTOM CORPORATE DOCUMENTARY

The **VIEWPOINT** team understands that to have the proper content, it is critical to secure exemplary stories from our participant's. We also understand and realize the need for organizations such as yours to have a valuable set of deliverables at the conclusion of the project.

In addition to the other segments created, **VIEWPOINT** will utilize the resources provided, such as the additional footage obtained on the one-day location shoot, to produce a 5-6 minute corporate identity segment solely featuring your organization, and for your exclusive use. Using the driving industry story from our Content Providers as the backbone, this customized segment will feature the content in groundbreaking ways. The final segment can serve as a conduit to audiences online and elsewhere.

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## INTERNET EXPOSURE

### INTERNET DISTRIBUTION & NARROWCASTING

**VIEWPOINT** has a unique laser targeted approach to internet branding for the series and our participant's educational content. Our Narrowcasting campaign involves the demographic targeting of audiences most inclined to take interest in your story and/or product. Content Providers and Partners of the **VIEWPOINT** have the ability to Narrowcast information and link directly to the video and/or applicable online content through a customized email campaign. Those receiving the email are demographically selected opt-in viewers who have an explicit interest in the topic and content presented.

## PTV FACTS

### PUBLIC TELEVISION FACTS

Public Television base is Affluent, Educated Adults as a Target Audience.  
Public Television Viewers in areas of: (% more likely than US Average)

### WEALTH

- 84% more likely to own \$150,000+ in stocks
- 42% more likely to have used money management or financial counsel
- 21% more likely to own investment real estate
- 67% more likely to have spent \$6,000+ in foreign travel in the last year

### EMPLOYMENT

- 14% more likely to have the job title of Vice President
- 13% more likely to have the job title of President

### EDUCATION

- 25% more likely to have completed post-graduate education
- 25% more likely to have taken adult education courses in the last year
- 54% more likely to attend museums
- 44% more likely to be a book club member

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## PRODUCTION CYCLE

### PRE-PRODUCTION SCHEDULE

- Sign and Return Production Authorization - Upon Receipt
- Pre-Production Fee Due - Upon Receipt of Invoice, net 14 days
- Fill out and Return Project Research Questionnaire - Within 2 weeks of Receipt
- Send Collateral Materials (Logos, documents, website, etc.) - Within 2 weeks of Receipt

### PRODUCTION SCHEDULE (90 DAY PROJECT SCHEDULE)

**Day 1** - Field Producer Assigned to your Project at beginning of the Month

**Day 2-3** - Field Producer reviews Project Research Questionnaire and Collateral Materials and Speaks with the Participant

**Day 7-8** - Shoot Date and Location are confirmed by Participant

**Day 30-45** - Script is Written and Story Board is developed

**Day 35-50** - Participant Informs Field Producer of Script Approval or Technical Revisions within a Week of Receipt

**Day 55-65** - Shoot Takes Place on Date and Location Selected by Participant

**Day 65-80** - Segments are Edited based on Approved Script and Shot List

**Day 85-90** - Segments are Approved by Participant within 10 days of Receipt

**Day 90** - Segments are Delivered to the Participant in HD format on a Flash Drive

**Day 90+** - Participant is Notified of Public Television Distribution and Scheduled for Commercial Airings and Internet Distribution