

Minette M. Genuchi

Subject: FW: TV-Series "On Demand" - Storyline- 'Best Counties to live, work, raise a family & visit'

From: Sarah Turner <sarah@ondemandptv.com>

Date: September 17, 2018 at 12:51:10 PM CDT

To: twiltgen@lancaster.ne.gov

Subject: TV-Series "On Demand" - Storyline- 'Best Counties to live, work, raise a family & visit'

Good afternoon Chair Wiltgen,

This is Sarah Turner, associate producer of the educational TV series **On Demand** hosted by **Rob Lowe**.

My team & I are in pre-production for a segment surrounding the topic of 'the best counties to live, work, raise a family and visit' and our research team thought Lancaster County might be a good fit. *On Demand* is a documentary-style TV program which runs on Public Television, and is also broadcasted as commercial news breaks on CNBC, FOX Business, Headline News, Discovery Channel and is distributed on the Internet via narrowcasting.

We will interview 7-10 possible guests and ultimately select *one* county per region to participate in the program.

What I would like to do is set up about a 15-20 minute informal, off the record call/interview with Senior Producer, Anthony Davis. During this call, he will determine if your county would be a good fit as well as answer any questions you may have regarding the program.

If you haven't already seen our programming, click here: www.ondemandptv.com to see a few samples of our short-form documentaries.

Please reply to this email with a convenient time to discuss the documentary, or you may call me directly at (561) 212-1889.

Thank you for your time Todd, look forward to speaking with you!

Best regards,

Sarah Turner

Associate Producer

www.ondemandptv.com

P. (561) 212-1889

ON DEMAND

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National



Public Television Documentary

On Demand 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 viewership and reach for one year is 60 million households).

The short-form documentary is hosted by Rob Lowe.

5-6 Minute Corporate Profile

On Demand 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

On Demand 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. On Demand will design and generate an email campaign to your narrowcasted audience sending up to 1,000,000 video emails from the On Demand email database.

Commercial Television Airings

On Demand will provide the production of one (1) high end one-minute educational commercial segment used for network distribution, broadcast once primetime 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, Family TV, Discovery Channel, or equivalent networks.

Project Cycle: 90 -120 Days

Day 1: Contract signed and organization is scheduled for participation in the project.

Days 2 -14: Project Fee is due on receipt of invoice; Questionnaire and Collaterals Sent (Due by Day 14).

Days 15 -45: Project assigned to a field producer, producer reviews literature, acclimates to storyline.

Days 46 -75: Scripts written and approved. Shoot location determined and shoot day set.

Days 76 -90+: Shoot day occurs; studio editing of 3 components according to approved script; segments are approved and media schedule is set for airing.

ON DEMAND

hosted by rob lowe

ON DEMAND

HOSTED BY ROB LOWE

INVITATION

PROJECT INVITATION AND OVERVIEW

This information has been compiled exclusively for select organizations that are committed to the advancement of educational initiatives on a regional, national and global scale.

Each featured participant on the **ON DEMAND** series is required to contribute cutting edge educational content for our short form documentary series. Each educational documentary is self-contained and runs on Public Television stations across the country. These documentaries feature a wide variety of topics and are used to enlighten the Public Television audience. The primary concentration is geared towards providing groundbreaking content within each documentary segment.

ON DEMAND and host Rob Lowe share the same mission....to ensure that important educational content is created and distributed, while simultaneously enriching the viewer's experience and knowledge regarding these important topics.





CONTENT PROVIDER BENEFITS

PARTNERING WITH ON DEMAND

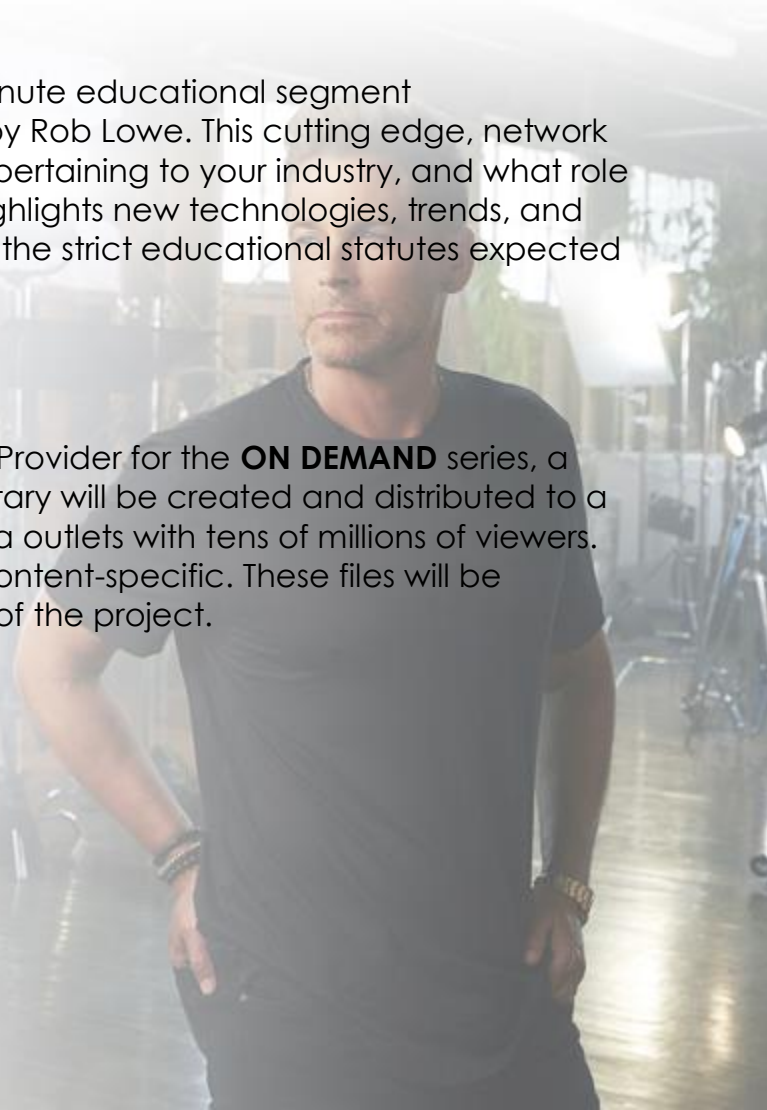
ON DEMAND is uniquely positioned in popular media. The audience we target is your target audience. Had your organization not been qualified as a Content Provider, this partnership would not be possible. The segments being created are not just for a "general" audience; rather, these segments can be customized to feature important aspects of your specific industry. Our partnerships allow **ON DEMAND** to feature the biggest names, organizations, and breaking storylines to create the most intuitive and entertaining content available for the viewer.

PUBLIC TELEVISION SEGMENT

ON DEMAND will develop and deliver a 2-5-minute educational segment comprehensively covering your field, hosted by Rob Lowe. 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 **ON DEMAND** series, a high end Commercial and Custom Documentary will be created and distributed to a wide array of national and international media outlets with tens of 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

Organizations with a desire to reach and educate a wide range of consumers are often left with minimal options. Most TV campaigns either lack the necessary quality to accurately represent the brand or are cost-prohibitive.

ON DEMAND utilizes strategic partnerships with various networks such as CNBC, MSNBC, HEADLINE NEWS, 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 two-hundred DMAs across the country, reaching an additional 30 million households. All licensing and rebroadcast rights are retained by the participating Content Provider.



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DOCUMENTARY

CUSTOM CORPORATE DOCUMENTARY

The **ON DEMAND** team understands that to have the proper content, it is critical to secure exemplary stories from our participants. Allowing us the courtesy to help educate consumers with your industry expertise is invaluable to the program.

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, **ON DEMAND** 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.





INTERNET EXPOSURE

INTERNET DISTRIBUTION & NARROWCASTING

ON DEMAND has a unique laser targeted approach to internet branding for the series and our participants 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 **ON DEMAND** series have the ability to Narrowcast information and a 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.

DIRECT RESPONSE VEHICLE

A current online study demonstrated that within one average month more than 106.5 million people, or about 3 out of every 5 U.S. internet users, streamed or downloaded content from the web every day. Nearly 7.5 billion videos were streamed or downloaded by U.S. internet users recorded in May of 2014, for an average of 78 streams per streamer, meaning the typical video streamer viewed an average of more than two pieces of online media per day. Our educational series stands on the cutting edge of the online video industry by providing a multi-media tool that enables our Content Providers to bring information to their audience in the most effective manner. Narrowcasting. What does this mean for the documentary series and its participants? Your email campaign communicates directly with your targeted audience of up to 1,000,000 consumers.

Each email serves as an invitation to a private screening. After viewers finish watching the documentary as prompted by the email, there will be a call-to-action, which allows the viewers to interact directly with each organization. For example, this call-to-action can help viewers purchase a product or have them sign up for a monthly newsletter. Education is of paramount importance, so the ultimate goal of this Narrowcasted email campaign is for viewers to respond and interact with our Content Providers in a positive way.

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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 10 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

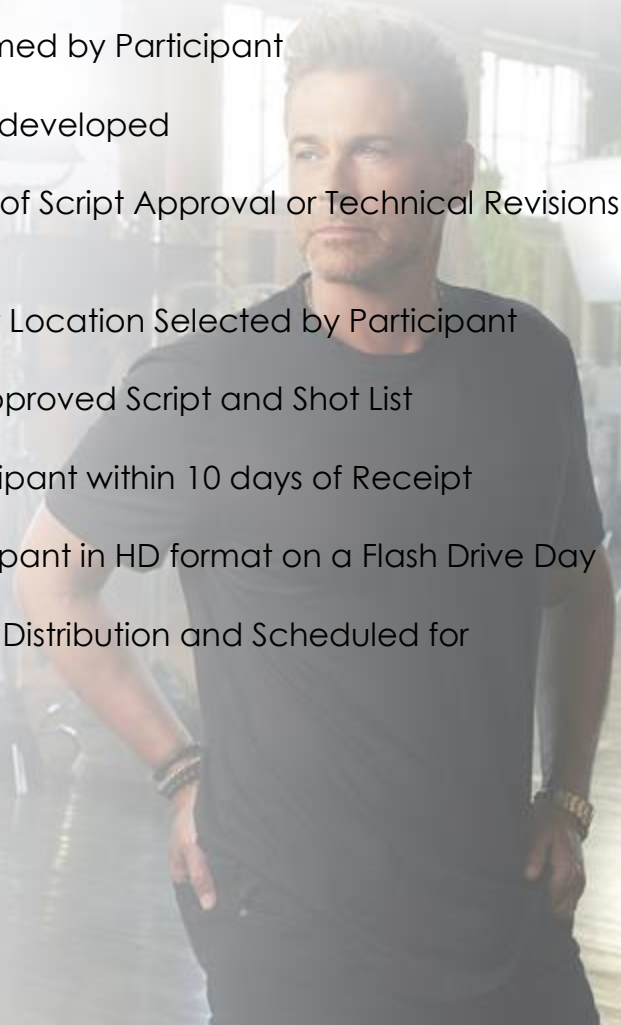
Day 55-65 - Shoot Takes Place on Date and at Location Selected by Participant

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





TIME INPUT REQUIREMENTS

TOTAL CONTENT PROVIDER INPUT FOR THE PROJECT

The goal of **ON DEMAND** is to minimize your time input as much as possible by efficiently streamlining the process, while maintaining technical accuracy via feedback from each Content Provider.

Below is an approximate forecast of your Total Time Input required for the Project: Review, sign and return the Production Authorization signifying your approval to proceed with the project. [15 minutes]

Complete the Project Research Questionnaire and forward all literature (brochures, websites, etc.) and collateral (logos, images and video). [2 hours]

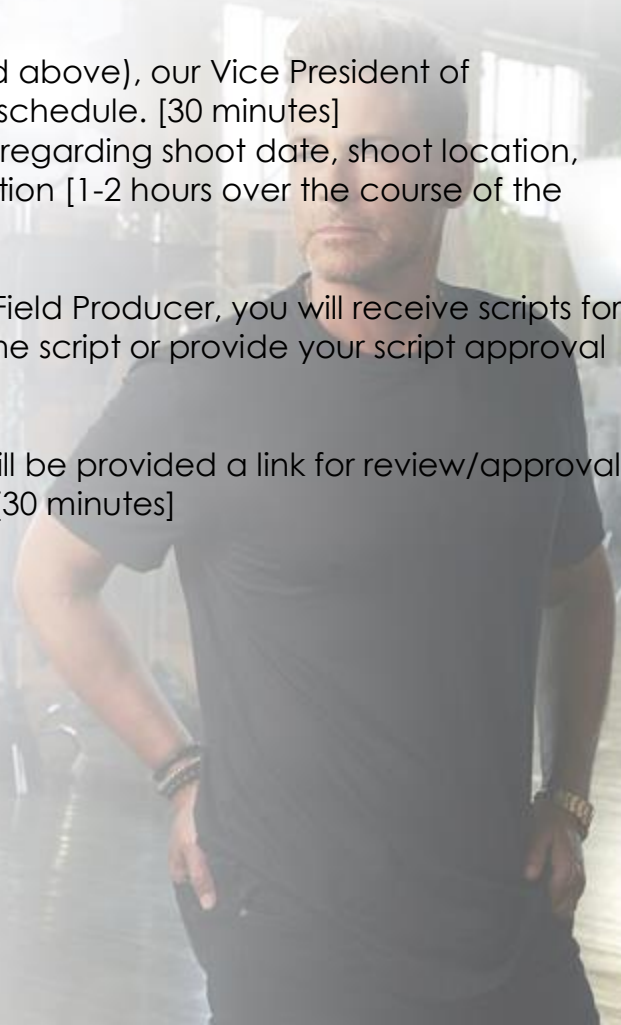
Process invoice, which will be sent to you upon execution of the contract. In order to proceed with our requirements, the funding should be in house within 10 days to secure participation. [30 minutes]

Upon receipt of all required materials (outlined above), our Vice President of Production will contact you to discuss project schedule. [30 minutes]

Coordinate with your assigned Field Producer regarding shoot date, shoot location, interviewees and other miscellaneous information [1-2 hours over the course of the project]

Within 1-2 weeks after your initial call with the Field Producer, you will receive scripts for your review. Make any technical revisions to the script or provide your script approval to the Producer. [30 minutes]

Once the segments have been edited, you will be provided a link for review/approval and provide feedback to the Field Producer. [30 minutes]



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PTV FACTS

PUBLIC TELEVISION FACTS

- Public Television is not a national network like MSNBC, Fox News or CNBC.
- Public Television is made up of 359 individual non-commercial stations that run programming at their discretion based on their individual schedules.
- Public Television stations service programming that extends only to their local area.
- PBS, NETA and American Public Television are independent providers for public Television stations, along with their independent studios.
- PBS is the most well-known provider of programs to public television stations, distributing series such as Masterpiece and Frontline, in exchange for station membership costs. PBS is not responsible for all programming carried on Public TV stations; stations usually receive a large portion of their content from other sources, such as American Public Television, NETA, WTTW National Productions and independent production studios. This distinction is a frequent source of viewer confusion.



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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 student
- 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

CIVIC ENGAGEMENT

- 53% more likely to be a member of local government
- 52% more likely to belong to a civic club
- 52% more likely to be involved with charitable organizations



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PTV FACTS

PUBLIC TELEVISION FACTS

Common Characteristics of Public Television's adult viewers ages 25-54:

WEALTH/SPENDING

- 49% more likely to have spent \$6,000+ on a foreign vacation
- 8% more likely to own \$150,000+ in stocks
- 33% more likely to travel by rented car (domestic travel)
- 24% more likely to own a convertible
- 21% more likely to travel by scheduled plane (domestic travel)
- 20% more likely to have a household income of \$50,000+
- 18% more likely to have bought an imported vehicle new
- 17% more likely to dine out
- 10% more likely to have spent \$5,000+ on domestic vacation in the past 12 months

ACTIVITIES

- 65% more likely to go to museums
- 57% more likely to participate in karate
- 50% more likely to have been published
- 50% more likely to engage in photography
- 45% more likely to participate in environmental groups/causes
- 45% more likely to engage in bird-watching
- 40% more likely to play a musical instrument
- 40% more likely to surf the net
- 35% more likely to attend live theater
- 28% more likely to bake
- 24% more likely to read books
- 22% more likely to entertain friends/relatives at home
- 21% more likely to have participated in environmental activity
- 21% more likely to recycle products

