

FW: From the offices of Gary Williams - Today in America

James Dinley

Sent: Tuesday, June 19, 2012 1:56 PM

To: Serena Wild

put together with the link below

Jim Dinley

Municipal Administrator

City and Borough of Sitka

907-747-1808

jimdinley@cityofsitka.com

From: Lauren Wardell [<mailto:lwardell@usmstudios.com>]

Sent: Tuesday, June 19, 2012 1:37 PM

To: James Dinley

Subject: From the offices of Gary Williams - Today in America

June 19, 2012

Mayor Cheryl Westover

City Administrator Jim Dinley

City of Sitka, AK

jimdinley@cityofsitka.com

Cheryl and Jim,

Based on our conversation today, below is the link to the online production materials we discussed.

Please click on the link below to view the Production Materials

<http://todayinamericatv.com/ApQt/e-package/>

We are finalizing the scheduling for “**Today in America**” with **Terry Bradshaw** and more specifically, our segments for the 2012 season. We are interested in City of Sitka, AK for a five (5) minute segment on topics, trends and issues related to “Best Places to Visit, Work and Play” in our “Discover America” series.

This segment will air one (1) time nationally on Discovery Channel Transponder and nineteen (19) times regionally on ABC and FOX Broadcast Stations and/or ION Broadcast Stations in many of the top 100 markets nationwide based on viewer demographics, interests and the distribution checklist. As discussed, “Today in America” has no direct affiliation with the networks on which it airs.

\$19,800 USD is the total scheduling fee. Keep in mind, the Senior Producer will go over timing and visual aspects of the segment and answer any questions you may have with the project.

The Senior Producer and I will contact you on Wednesday, June 27th at 11:30 a.m. AKDT.

Regards,

Gary Williams
Associate Producer
Today in America
954.379.4323
www.todayinamericatv.com

Visit Us:



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P Please consider the environment before printing this e-mail



About the Show

Welcome to Today in America

In the age of shock television and outrageous reality shows, Today in America stands apart from this fad and plunges into the heart of mainstream America. Today in America was the brainchild of Producers who always hoped to create exceptional stories on unique individuals and businesses. Created exclusively for Terry Bradshaw to host, Today in America appeals to a broad audience. It captures the era of the changing economic times and digs into the knowledge and passion of each of its Featured Guests. The show's writers specialize in crafting immersive stories. "Viewers will be excited to see that we've gone beyond the typical news stories. From the moment we launched the series, we knew that we were telling stories that would get noticed" said Vice President of Production, Jim Nicholas. "These are stories about experts who have the ability to share first-hand insights with our viewers."

Far from being exclusive to any one field, Today in America successfully blends business news stories, lifestyle features and in-depth interviews with doctors, scientists, inventors, business owners, philanthropists and newsmakers from a variety of industries. Today in America is the first show of its genre hosted by Terry Bradshaw that's geared towards the educated, affluent viewer. Based on viewer feedback, the show has spawned interest, inquiries and practical applications.

Today in America provides an open invitation for all those who wish to tune-in to learn something new. As viewers enjoy the familiar voice of Terry Bradshaw telling each and every story, they should beware. They may not want to stop watching. Even if they're just remotely interested in a certain subject, they'll owe it to themselves to learn something new. In fact, viewers find they are learning the latest information right along with Terry himself! Terry had a chance to reflect on recent segments this past season and shared his thoughts. "I'm learning so much myself! I love how each story is so informative. You literally learn something new with each episode". And that is exactly what Producers want to keep doing. "Viewers can't get any closer than having this inside track" said Executive Producer, Paul Scott. "What they see on our show is what's really happening out there in the business world. It's an armchair seat!"

By covering the best new practices and the overall evolution of so many up-and-coming industries, it's no wonder that the show is thriving. Today in America producers won a combined 21 Telly Awards in 2010/2011. From stories on sustainable business solutions headquartered in Japan, to luxury eco-cruiselines in Alaska, the show is filmed on-location in cities around the world and also filmed and produced at United States Media Television's studios in Coral Springs, Florida. Along with Host Terry Bradshaw, Today in America combines a team of talented producers, writers, editors and broadcast professionals to deliver educational programming that is unparalleled in the industry. Today in America airs during the day on a variety of well-known news networks throughout the United States and Canada.

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Niche Viewership

Ideal Target Audience

Being featured in one of our well-planned television segments allows you to work with our experienced production team to maximize your benefits and bring the best information possible to viewers. Our professional writers present stories in a fashion aimed at showing consumers the value and importance of your product, service, or organization.

For business owners, being able to invite thousands of viewers and potential customers and show them around your company equals exponential exposure and instant validity. Using the power of broadcast television, web television, press releases and social media, that's exactly what being on our program, **Today in America**, does.

Livestream Partnership

Our show has continued to grow in audience. Over the years, **Today in America** Producers have been the recipients of numerous Telly Awards for their creative and technical excellence. Our award-winning segments air in National and Regional markets on networks including CNN Headline News, FOX Business Network, Discovery Channel and Travel Channel. This year, we've continued our innovation and leadership role by becoming an early adopter of a channel subscription with a fellow innovator, **Livestream**.

Livestream is one of the largest and most respected Internet sharing sites on the web. Livestream provides the best possible viewing experience with the highest clarity for users without the download of any software. Through our channel subscription on **Livestream**, **Today in America** segments run **24 hours a day, 7 days a week**, providing viewers in any viewing area, a more convenient way to watch the show.

With this venue, each Featured Guest on our show can expect to:

Stream a minimum of 100 times monthly during its average airings rotation of 2-4 months.

Be available *On Demand* intermittently at the lower portion of our Livestream Channel.

Improve their "social strength" with sharability features such as an option to share via email, Twitter, Facebook and Google, quickly and effectively sharing content to the most popular social media communities on the web.

Create and facilitate discussions about your segment via Livestream's Chat feature.

Have the option of creating additional brand awareness by promoting and publicizing special deals, discounts, or events within our designated advertising sections within our channel and Top Scroll of our channel page (Please ask for additional information and rates).

Livestream operates with over 120 full-time staff members in New York, Los Angeles and Bangalore. Content is delivered through a global network of servers to ensure viewers around the world can watch streams smoothly and without lag. The maximum number of concurrent viewers on one channel can exceed 100,000. Therefore, our Program Director, Kyra Burton, encourages each Featured Guest, regardless of their company size, to invite others to view their segment, as it plays on Livestream!

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Show Objectives

An educational feature designed to educate business professionals and consumers on topics, trends, and issues related to today's ever-changing business environment. The program's producers invite a variety of associates and industry experts to be featured on the show. Company and industry representatives that are scheduled into the series address a variety of topics ranging from current business best practices, to practical topics such as employee retention, business efficiencies, environmental stewardship, and numerous other topics affecting their respective industries.

Companies and individuals scheduled will be included in promotional efforts for the series including press releases, positive exposure on social media sites such as Facebook, LinkedIn, Twitter, YouTube, and Livestream. All Featured Guests on the show will be given the complete licensing rights to their segment to utilize for any future legal purpose including web-sharing, tradeshows, batch duplications, and multi-language translations for any legal purpose.

Here's how it works for each Featured Guest:

A Production Coordinator will be assigned to your feature and will guide you through the entire production process. Upon final scheduling of your company, involvement will consist of:

1. Participation Agreement - to be signed and authorized by a representative of your company and approved by Executive Producer of Today in America.
2. Editorial Information Form (EIF) - this form is very important as it is the initial input for the Scripting Department to develop the segment outline and initial script. It needs to be filled out completely and returned to us within 2 weeks. Information such as contacts, key benefits, suggested shoot location(s) and on-camera representatives will be covered in this form.
3. Scheduling Fee - will ensure each Featured Guest and product/service exclusivity on the segment and will guarantee your participation and cover the necessary cost of Production and airings as part of the total project. We have also found that a financial commitment will ensure that the guest pays attention to our shows schedules and deadlines.
4. Material Requirements - this literature will assist our writers in the writing and promotions of the program. These materials include logos, press kits, current press releases, product literature, published articles, slides and ad transparencies and existing footage, if applicable.

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Show Schematic

This exciting half-hour program is designed to inform and entertain those in the business and consumer arena. The following format outlines a typical half-hour program of "Today in America." Variations in commercial time are estimated to be minimal.

INTRODUCTION OF HALF-HOUR "SPECIAL THEME"

:30

This introduction with Terry Bradshaw informs the viewers on the global business issues that will be discussed on the program. Leaders in designated fields will introduce viewers to the inner working of their area of expertise. They will provide thought-provoking insights that challenge the viewer.

ANIMATED SHOW OPEN

HOST INTRODUCTION

:30

6:00

A stimulating and dynamic open filled with graphics and shots of a variety of individual and corporate settings performing diverse and exciting activities relative to today's business arena. Host introduction contains information and commentary on the theme and subject matter of the program, select expert(s), their field of expertise and professional credentials, and information about why they were invited to be part of the program.

GUEST HOST INTERVIEWER(S):

COMMERCIAL TIME #1

1:30

PROBLEM-SOLUTION SEGMENT #1 **

5:00-7:00

This segment features the vast experiences and knowledge of some of the leading organizations, manufacturers, and business trendsetters from around the globe. New technologies are discussed that will keep our viewers ahead of their competitors. Thorough explanations are given of the featured guest's services or products so viewers can apply what they have learned. Interviews with company representatives and end-users are added to illustrate real-life and business applications.

COMMERCIAL TIME #2

1:00

PROBLEM-SOLUTION SEGMENT #2 **

5:00-7:00

This segment focuses on getting the most out of every asset including parts, facilities and workforce. We understand when companies optimize their assets they unlock new opportunities and improve cash flow. Each of these segments will demonstrate how to produce tangible results such as increased uptime, higher productivity, and most important improving the bottom line. Interviews with company representatives and end-users are added to illustrate real-life and business applications.

COMMERCIAL TIME #3

1:00

PROBLEM-SOLUTION SEGMENT #3 **

5:00-7:00

This feature delivers proven, implemented solutions that promise a return on investment. Within this story we will help individuals and business entities develop a business plan, utilizing today's technology that will help them reach their goals more effectively and faster than they imagined. Interviews with company representatives and end-users are added to illustrate real-life and business applications.

HOST CLOSE

CALL TO ACTION

CREDIT ROLL

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:30

This part of the program is a summarization of the show. The host will conclude with pertinent information, including "call-to-action" contact information, i.e., phone numbers, website addresses, etc.

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Production Materials

Preferred Networks

CNN Headline News

CNN Headline News is the ultimate resource for today's "Time Warriors" - people who do more, manage more and demand more out of every day - that need convenient and instant access to the information they rely upon to chart the course of their day. With television's most differentiated newscast, CNN Headline News is strategically designed to meet the needs of "Time Warriors" by delivering "Real News, Real Fast" and providing the relevant and comprehensive news that matters to this key consumer group with segments ranging from personal finance, health, sports, technology and entertainment. Every 30 minutes CNN heading News delivers a concise, fast-paced newscast. There is no more convenient source for news and information available on television today than CNN Headline News CNN Headline News "Local Edition" provides an opportunity for a 5-minute insert at 0:24 and 0:54 minutes past each hour through select local cable providers nationwide.

Discovery Channel

The mission of the Discovery Channel is to develop the highest-quality media content that enables consumers to discover and explore their world, satisfy their curiosity and fulfill their lifelong search for knowledge and understanding. Discovery Channel is the world's leading producer and exhibitor of non-fiction entertainment that enables 90+ Million Households explore their world, offering unique and riveting original programs in the genres of medicine, science and technology, innovations from business and industry around the globe, natural history, history, human adventure, and exploration.

ION

ION Media Networks, Inc. owns and operates the nation's largest broadcast television station group, reaching over 98+ million U.S. television households via its nationwide broadcast television & cable distribution systems. ION features popular television series and movies from the award-winning libraries of Warner Bros., Sony, CBS & NBC. ION targets the lucrative 35-64 demographic of baby boomers, and is currently experiencing record growth in viewer-ship.

Regional News Networks

Regional News Networks Many cities offer viewers a dedicated regional alternative to traditional news programming. Regional News Networks report the latest breaking regional news, keeping their finger on the focus of their respective city or region. For Example: New York's WRNN-TV "New York's Regional News Network" www.rnntv.com, reaching 6+ Million Tri-State Area Households and Offices/Hotels. Audiences consist of a desirable but elusive target -- the affluent & educated viewers.

ESPN2

ESPN2 Very popular 24-hour national cable network featuring a variety of professional leagues, professional tours, NCAA sports and championship events - both mainstream and alternative. Original sports programming includes the signature 2Night series; an offshoot of ESPN's signature SportsCenter program, features sport-specific, in-depth coverage with hosts and analysts breaking down the action of the day. (NFL 2Night, NBA 2Night, RPM 2Night, College Hoops 2Night), as well as, Baseball 2Day, the Bottom Line2 (score/news scroll), and live event coverage.

Fox Sports Net

24-hour network of regionalized affiliates reaching over 80 million households nationally featuring 'home team' local coverage, and national sports news and views with a variety of original programming such as "The Last Word", "Goin' Deep", "Rewind" and "Sports Geniuses", as well as, first rate live programming including Major League Baseball's Game of the Week, College Football Saturdays, NHL ice hockey, & professional boxing, Versus 24 hour national sports network reaching over 75 million households dedicated to upscale active outdoor lifestyle programming. Features a variety of original, adventurous and informative programming and live coverage including NHL Ice Hockey, cycling, fishing, hunting, college football, Indycar and more.

BNN

Canada's only all business network, BNN provides viewers comprehensive real time coverage of global business news from a Canadian perspective. BNN also specializes in company profiles, economic forecasting and analysis, segments on personal finance and regularly covers important corporate announcements as they happen including news conferences, annual meetings and key trade shows.

NBC Sports Network (formerly Versus)

24 hour national network reaching nearly 80 million households dedicated to covering premier live sports events and outdoor active lifestyle programming. Owned by NBC, it is also the home of the National Hockey League, Tour de France, and Indy Car racing. NBC Sports Network features a variety of original, adventurous and informative programming including college sports, bull riding, rodeo, snow sports, cycling, water sports, fishing, hunting and more.

"Today in America" and its national television show has no direct affiliation with the networks on which it airs. Airtime is purchased through cable providers, networks/stations and/or other media sellers.

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Production Timeline

The production timetable is an approximate schedule from the initial communication stages up to the airing of the programs. Please keep in mind, shoot dates and airings may vary based on a featured guest's individual requirements.

Initial Contact - Approximately 1-2 weeks prior to approval

Television Production is time sensitive by nature and it is crucial that we determine which organizations will be featured on our show as soon as possible. Once determined, the project will move into pre-production and script development. At this point, both organizations can mutually determine the most conducive time frames for filming and airing of the produced segment.

Material Requirements - Due within 2 weeks

Today in America's Public Relations Department will contact featured guest to request the following materials: completed Editorial Information Form, product literature, press kits, media lists and ad transparencies.

Production Scheduling

A Production Coordinator from *Today in America* will personally contact the featured guest. Typically, tentative decisions on shooting dates and locations are made at this time.

Public Relations - Immediate and ongoing

Today in America's Public Relations Department will begin promotional efforts immediately to ensure maximum exposure for participants and the series. Our PR department strives to gain a large targeted audience through press releases, online promotional campaigns and business networking sites.

Advertising/Promotions - Immediate and ongoing

A Social Media Campaign is implemented for each program to increase viewership. Additionally, each company will be featured in press releases, articles and various forms of promotional efforts.

Customization of Program

Approximately 6-10 weeks after receiving the completed Editorial Information Form and materials our writing staff will develop a script.

The script will be sent to featured guest for input and to be reviewed for accuracy and final approval. The script outline will consist of interview questions and information that will be included in the program. The scriptwriter will work with each company to highlight the product or service's most desirable features. If beneficial to the segment, consumer testimonials will be used to identify the functionality of the product or service in everyday use.

Production - Desired Location

Production takes place at a scheduled location and date. *Today in America* strives to maintain a tight production schedule, location and dates are finalized and determined a minimum of 45 days in advance. A more expedient production process can occur through the use of *Today in America's* locations in South Florida.

Post-Production - 6-9 weeks after production

Post-production includes, but is not limited to, primary graphics, voice-overs and other forms of editing. With the core of the program already produced, editors and producers will edit the shoot day footage and master it into the program to ensure continuity and customization.

Distribution - Varies accordingly

Today in America's programs air on major cable networks and are distributed to national and regional audiences. The networks are chosen based on their ability to reach a specific target audience and their potential household reach, as well as, the Distribution Checklist. Each *Today in America* segment will also stream a minimum of 300 times on web television via *Today in*

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**TODAY
IN
AMERICA**

Editorial Information Form

The following participant information form will serve as our Production Staff's handbook and guide to better understand your product and organization. Please take the time to fill in each question carefully and thoroughly, as this will serve as one of our main references throughout the project.

Please include all legal symbols where needed.

Company Name _____

Project Contact _____ Title _____

Phone _____ Fax _____

Company Address _____

City _____ State _____ Zip _____

E-Mail Address _____

Web Site _____

Date _____

1. Please provide us with some background information on your organization and your industry.

2. What are some of the primary challenges your industry faces?

3. What solutions are you contributing to overcome these challenges?

4. What do you feel is the most important message to convey to educate our viewers?

5. List 5-7 questions and answers that would best illustrate the key points that you would want our viewers to learn.

6. Featured guests often have existing b-roll footage or digital stills of their product or service. If you have additional media that you would also like us to incorporate into your segment, please indicate the format in the space below:

(A) Betacam SP video footage (B) Mini DV footage

(C) Digital camera stills (D) DVD footage

7. Desired location for our cameras to film, and a brief description of the location.

8. Please write the names and titles of the interviewees that will appear on camera (not to exceed 4 interviewees):

9. Where do you believe your industry is heading and what role do you foresee your company playing?

The Production team has an ultimate goal of making this segment interesting, informative and a valuable tool for success. This information is extremely important to our overall mission.

I have completed the "Editorial Information Form" and acknowledge that this information is accurate to the best of my knowledge.

Project Contact	Title	Date
Today in America Representative	Title	Date



Things to Know

Production and Promotion Parameters?

1. Television exposure both nationally and regionally in selected markets in a half-hour program educating our viewers on selected topics per the Editorial Calendar.
2. Promotions of the show will be included in press releases, web television, an online promotional campaign that will be targeting to industry specific organizations, consumers, and business networking sites.
3. A broadcast quality copy of the full segment with the show open and close to which the guest owns complete licensing rights. This video can be used for a variety of purposes, like playing in a continual loop in strategic locations and trade shows. The main purpose for granting the licensing rights to the final edited segment is to provide the ability to educate and cross promote the series in a variety of ways.

How did you find our company?

A team of researchers and producers follow a specific formula that matches appropriate topics to be highlighted on the show. We then secure the names of national, regional and local technology and service providers that meet the programs profile, as well as, have the ability to pay the scheduling fee and follow up with them for a phone call. If an organization has the ability to pay the scheduling fee and wants media coverage and a production video produced, for which they own the rights to, then they are a fit for the show.

How does "Today in America" secure network airtime?

We purchase airtime through a nationally recognized media buyer who secures our timeslots weeks in advance. Today in America secures these slots from the cable providers, networks and/or other media sellers in many of the top markets around the country. Today in America and its programs have no direct affiliation with the networks on which they air.

Outside of the Scheduling fee, does the Guest incur any additional cost?

No, the scheduling fee is the only financial responsibility of the Guest.

When will I receive a copy of the segment?

A copy of the segment will be sent to you following the editing process. At this time, you will own complete licensing rights of the segment.

What do I need to participate?

The Associate Producer assigned to your segment as well as a Production Coordinator will assist you with the following items:

1. Processing the Participation Agreement.
2. Preliminary scheduling.
3. Completion of Editorial Information Form.
4. Providing Production Company with appropriate information such as footage, stills, literature. (if applicable).
5. Processing the scheduling fee.
6. A beneficial time for the filming of the segment.
7. Any cost associated with the response of the show, (i.e. 800 number).
8. URL address and company logo's.
9. Provide end-user for third party interview (if available), company spokesperson(s) for shooting.

Today in America...

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"Today in America" takes a creative approach in educational television production. Because we produce, air and promote our own programs, we can ensure success by targeting qualified viewers in all the promotions of the show.

Media Promotions...

"Today in America" lends total support to featured companies and guests via a multimedia promotional campaign. This successfully proven media campaign is designed to maximize exposure, recognition and credibility in the featured industry. The program includes:

Editorial

Public relations and advertising join forces at "Today in America". Our in-house public relations and marketing department compliments the advertising program with added credibility of editorial coverage. They incorporate a newsworthy angle in every press release and article created. Upon your approval of the editorial copy, we distribute the articles and press releases to our customized listings. We also permit specific mailing request from each Featured Guest.

Media

Added to the scope of Today in America multimedia campaign is the application of top media services. News and press releases are distributed regularly to a variety of key national, regional, and local media services and then they are forwarded to subscribing newspapers and magazines. We will also utilize social media and online press releases targeting industry specific organizations, consumer and business networking sites.



**TODAY
IN
AMERICA**

Participation Guidelines

These are the basic guidelines for participation.

Today in America (PRODUCTION COMPANY):

1. PRODUCTION COMPANY will provide a complete licensed and insured production and scriptwriting team (field production, graphics, music, voice-over's, program editing, set design and lighting) to complete all necessary taping for completed feature for PARTICIPANT.
2. PRODUCTION COMPANY will provide PARTICIPANT with a copy of its feature, including an open and close, to which PARTICIPANT will own complete licensing rights and may use for any legal purpose.
3. This feature will air nationally and regionally in targeted DMA markets as indicated on the distribution checklist. (See preferred network list for exact national networks.)
4. PRODUCTION COMPANY will include the featured guest in conjunction with the promotions of the series in any available editorial articles, as well as, press releases distributed to relevant industry organizations targeting consumer and business networking sites.

Featured Guest (PARTICIPANT):

1. PARTICIPANT will provide input into the scripting by filling out a PARTICIPANT questionnaire, reviewing and signing off on feature outline for accuracy, filling out and approving production schedules and providing literature as well as background information. PARTICIPANT is required to sign off and approve script and final edited segment before going to network.
2. PARTICIPANT will ship sample product/service literature including input for editorial articles, press release, names and contact information of any relevant industry associations or organizations that might have an interest in the show's topic and subject matter.
3. The total scheduling fee is due thirty days from scheduling.
4. PARTICIPANT understands that the PRODUCTION COMPANY will immediately begin work on certain aspects of the PARTICIPANT'S feature and delegate personnel in association with the development, promotion, scheduling, pre-production and production upon PARTICIPANT'S signing of the Participation Agreement and approval by Today in America's Executive Team.
5. PARTICIPANT, if appropriate, will provide end user for third party interview (if available), company spokesperson, talent and products for shooting.

PARTICIPANT acknowledges that they will provide the questionnaire and literature in a timely manner.

Today in America and its programs have no direct affiliation with the networks on which they air. Today in America purchases the time through cable providers, networks and/or other media seller.



Contact

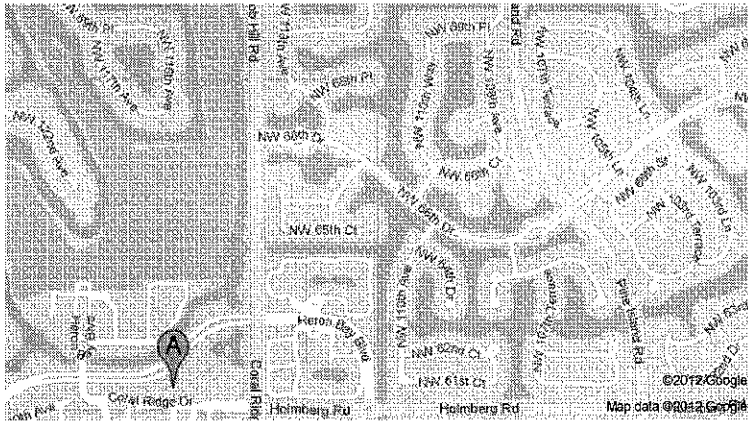
This concludes the material for consideration for our Television Program, "Today in America"

www.todayinamericatv.com

Corporate Headquarters & Studios

[Top](#)

6250 Coral Ridge Drive
Coral Springs FL 33076



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