

# INFORMED

HOSTED BY ROB LOWE

## SPECIAL FEATURE INVITATION



**ENGAGE. INSPIRE. INFORMED.**

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## 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 INFORMED 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.

INFORMED's primary concentration is geared towards providing groundbreaking content within each documentary segment. INFORMED 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.

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## PROJECT MANAGEMENT

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## CONTENT PROVIDER BENEFITS

### PARTNERING WITH IN AMERICA

INFORMED 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 INFORMED to feature the biggest names, organizations, and breaking storylines to create the most intuitive and entertaining content available for the viewer.

### PUBLIC TELEVISION SEGMENT

INFORMED will develop and deliver a 3-5 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 advances 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 INFORMED 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. Aside from your use as streaming video for viewing by your website audience, INFORMED will distribute your corporate documentary with a "Call to Action" to the most watched and highest rated internet sites in the United States.

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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.

INFORMED 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

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### CUSTOM CORPORATE DOCUMENTARY

The INFORMED 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, INFORMED 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

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### INTERNET DISTRIBUTION & NARROWCASTING

INFORMED 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 INFORMED 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 news letter. 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

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### 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





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## TIME INPUT REQUIREMENTS

### TOTAL CONTENT PROVIDER INPUT FOR THE PROJECT

The goal of INFORMED 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

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### 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 view confusion.



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## PTV STATS

### PUBLIC TELEVISION STATISTICS

#### Public Television base is Affluent, Educated Adults as a Target Audience.

Public Television Viewers in areas of: (% more likely than US Average)

#### WEALTH

- 88% 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 STATS (continued)

### PUBLIC TELEVISION STATISTICS

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



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