

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) highend 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.

