

INFORMED

HOSTED BY ROB LOWE



LOCAL

Public Television Documentary

Informed short-form documentary (3-5 minutes) will be distributed to Public Television stations in all 50 states, airing for one year, for unlimited broadcast at each stations' discretion (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

Informed 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

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

Commercial Television Airings

Informed will provide the production of one (1) high end one-minute educational commercial segment used for network distribution, broadcast fifty (50) times primetime via MSNBC, CNBC, CNN or an equivalent network, and in the city of your choice.

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.



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