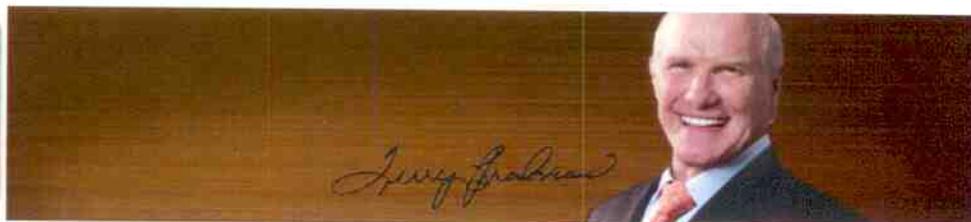
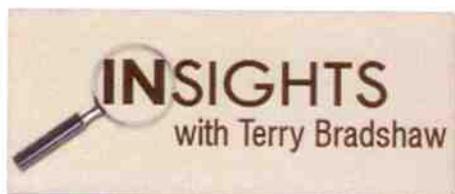


# **Insights with Terry Bradshaw Television Show**

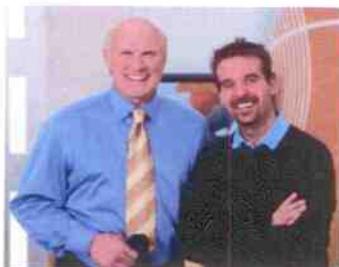


## About the Show

At a time when small business success is vital to our nation's economic growth, serious questions are being raised about what makes businesses successful. Insights with Terry Bradshaw takes viewers across the country following fascinating business stories to hear first-hand candid insights from entrepreneurs of various industries. These individuals include engineers, inventors, doctors, government leaders, and insightful business owners. They share their experiences and in turn, equip viewers with timely information on ways to be prepared when confronting the challenges facing businesses in these changing times. "It's a topic too important to ignore" according to Vice President of Production, Jim Nicholas, "Being prepared for these shifting times is one of the first and biggest challenges facing businesses".

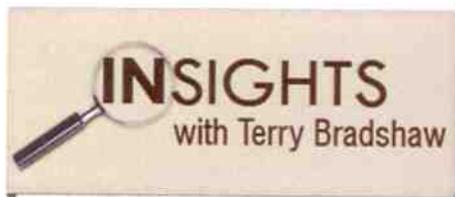
The show is being recognized for its extremely relevant subject matter and coverage of current topics of interest. A variety of subjects are explored on the show including current series' on:

- Recruitment and staffing decisions crucial for success.
- Enhancing return on investment and planning for the unexpected.
- Globalization and exporting strategies and government regulations.
- Unique manufacturing methods that reduce production costs.
- Software and logistics solutions for economic growth.
- American heartland success stories.
- Greening the globe and sustainable lifestyles.

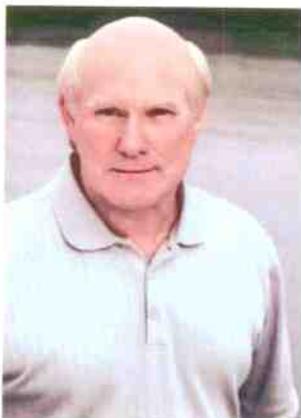


The show connects decision makers in business, finance and government to a broad network of information. The show's producers strive to provide stories that are consistently compelling, diverse and visually engaging while presenting something new for every viewer with each story. Additionally, the show's press releases, topic-specific blogs and internet fan page include a collection of engaging news stories, show highlights and video clips. Presented to more than 90 million households in the United States, Insights with Terry Bradshaw's programming (weekdays and weekends from 6:00 a.m.-11:00 p.m. ET) is produced at Insights's corporate studios and headquarters in Coral Springs, FL and is filmed on location worldwide. Viewers of Insights with Terry Bradshaw are business owners, business executives and financial professionals. The show airs regionally on CNN Headline News and Regional News Networks and nationally on Fox Business Network. According to a 2010 Fox Business Network/Wall Street Journal Subscriber/Viewer Study survey, average household income of viewers is \$250,000 and a median net worth of \$1.4 million. 41 percent have more than \$1 million in all financial accounts.

Via the show's exclusive Coral Springs Studios, producers offer Featured Guests on the show an opportunity to enjoy and utilize the recently expanded 17,750 square-foot, custom-built production facility. If stories are not filmed on location, the show's producers are equipped to film conveniently in the Coral Springs studios. Among other scenes, the studios have been transformed into a bank lobby, a bedroom, and an anchor desk (the latter of which Terry Bradshaw spent the afternoon signing footballs). The corporate offices and studios are conveniently located just 15 minutes from Fort Lauderdale Airport. Insights with Terry Bradshaw producers have previously produced groundbreaking and award-winning programming, winning 9 Telly Awards in 2009. Producers work with business magazines including Global Traveler and Strategic Distribution Partners including the Association of Information Technology Professionals and The National Association of Environmental Professionals.



## Meet the Host

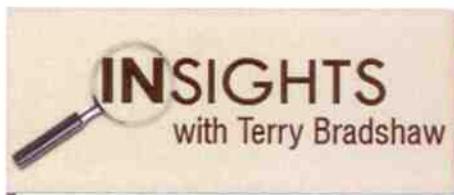


Ask anyone about Terry Bradshaw and they'll likely recall him as being one of the greatest quarterbacks in NFL history. Born on September 2, 1948, in Shreveport, Louisiana, Terry Bradshaw, from day one, possessed a winning spirit all his own. From his early days playing for Louisiana Tech University when he was selected as "All-American", to when he was the first player selected in the 1970 draft when he went on to play for the Pittsburgh Steelers, Bradshaw's career can only be summed up in one word: incredible.

He was the first quarterback ever to win four Super Bowl Championships. And twice named as Super Bowl "MVP" for his accomplishments, Bradshaw still today holds Super Bowl all-time passing records. Also notable, as quarterback, he called his own plays! All of which makes you wonder... after football, what next?

After retiring in 1984, Bradshaw became a Color Analyst for CBS Sports on their NFL broadcasts and later one of the in-studio co-hosts, along with Brent Musberger. He eventually joined the staff of the show THE NFL TODAY. After ten years with CBS, Bradshaw joined Fox Sports in 1994. He became one of the co-hosts and analysts on FOX NFL SUNDAY. Widely known as one of today's most recognizable studio personalities, Bradshaw continues to be known for his warm sense of humor and his signature charm. He's now one of football's most popular commentators.

And as if all this wasn't enough, in addition to work on the field and on television, Terry Bradshaw is an author, singer, actor, and motivational speaker. He has written several best sellers, including IT'S ONLY A GAME (2001), and other autobiographies. He's also a highly sought-after motivational speaker to Fortune 500 companies and major corporations across the country. With his energizing, motivational style, Bradshaw has become one of today's most sought after sports personalities in the motivational circuit. And while he's racked up numerous accolades over the years, he's also helped to raise an impressive amount of money and awareness for many charitable organizations. A born-again Christian, he has recorded both gospel and country music, and he has also appeared in several films and television shows. As host of Business Day, Bradshaw continues to motivate to the fullest – by informing, educating and inspiring viewers on a variety of topics. For him, it's a way of life, a winning spirit, that always motivates, always perseveres and can always triumph.



## Mission Statement

Print

Companies and individuals scheduled will also be included in an extensive multi-media promotional effort for each series. The advertising and public relations department promotes the program and highlights companies and individuals utilizing targeted press releases and articles in conjunction with an online promotional campaign that will be targeting industry specific organizations, consumer and business networking sites

1. An educational feature, designed to educate business professionals on topics, trends and issues related to today's ever-changing business and global economic issues. The program will invite associations as well as third party representatives as the "experts" within their industry. Companies scheduled address a variety of issues ranging from making business more efficient, increasing profit, employee retention, environmental stewardship, and any other issues that effect their industry and economy. The featured Participant will own licensing rights to this segment for which they can utilize at trade shows, their website and internal use. Some restrictions will apply.

2. All featured guests will be given the complete licensing rights to their segment to reutilize for any future educational purposes such as:

- Send to distributors, analysts, and retailers as a point of sale demo.
- Put into a continuous loop at trade/expo shows, which draws additional traffic to your booth.
- Upload footage to streaming video to enhance your corporate web-site.

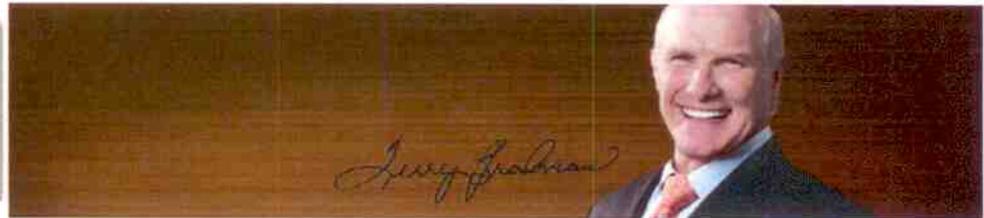
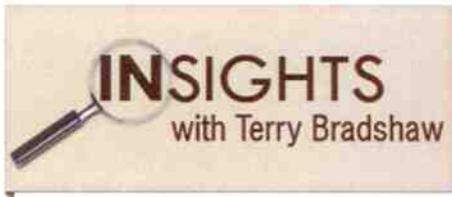
A Production Coordinator will be assigned to your feature and will guide you through the entire production process. Upon final approval, your involvement will consist of the following requirements:

1. Participation Agreement - to be signed and authorized by a representative of your company and final approval by Insights.

2. Editorial Information Form (EIF) - this form is very important as it is the initial input to the scripting department. It needs to be filled out completely and returned to Business Day within two weeks. Information such as contacts, key benefits and on camera representatives will be covered in this form.

3. Scheduling Fee - will ensure featured guest and product/service exclusivity on the segment and will guarantee to us your commitment to meet production schedules and deadlines.

4. Material Requirements - this literature will assist the advertising department, PR department, scriptwriters in the writing, production and promotion of our program. These materials include: logos, press kits, current press releases, product literature, any newspaper or magazine articles, slides and ad transparencies.



## Show Schematic

 Print

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 "Insights with Terry Bradshaw." Variations in commercial time are estimated to be minimal.

### **INTRODUCTION OF HALF-HOUR "SPECIAL THEME" :30**

This introduction informs the viewers on the business and consumer topics and issues that will be discussed in the program. Footage includes helicopter shots of city skylines, as well as interview footage from Publishers and Editors from the world's leading publications and associations.

### **ANIMATED SHOW OPEN :30**

#### **HOST INTRODUCTION 6:00**

A stimulating and dynamic open filled with graphics and shots of a variety of environmentally friendly settings relative to a Greener America. Host introduction contains information and commentary on the theme and subject matter of the program, selected expert(s), their field of expertise and professional credentials, and why they were invited to be part of the program.

### **GUEST HOST INTERVIEWER(S):**

#### **COMMERCIAL TIME #1 1:00**

#### **PROBLEM-SOLUTION SEGMENT #1 \*\* 5:00**

This segment features the vast experiences and knowledge of some of the leading environmental trendsetters from around the globe. New technologies are discussed with thorough explanations of products, services and in depth overviews of their application to a greener and more sustainable planet. Interviews with company representatives and end-users are added to illustrate real-life applications.

#### **COMMERCIAL TIME #2 1:00**

#### **PROBLEM-SOLUTION SEGMENT #2 \*\* 5:00**

This segment focuses on getting the most out of every day with a focus on corporate responsibility and environmental stewardship. We understand that when companies focus on a better tomorrow, they have more potential to reach the pinnacle of success. Each of these segments will demonstrate how to make a difference in the ever-changing global economy and community. 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**

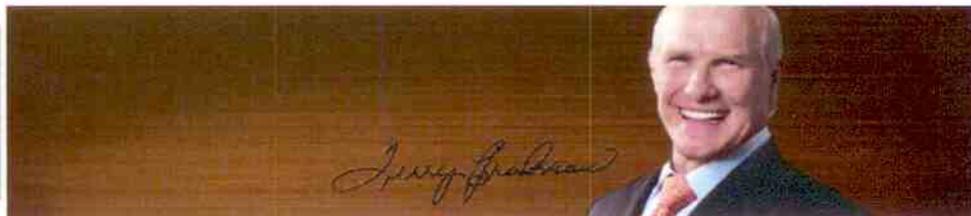
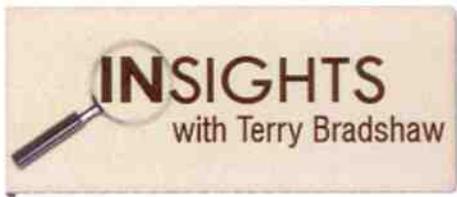
This feature delivers proven, implemented solutions that focus on investments in sustainability. Within this story, we will help individuals and business entities develop a business plan, utilizing today's technology that will help them reach their goals and objectives more effectively than they imagined. Questions like what stocks should you own and why and does your current allocation truly reflect your long-term goals? How can technology improve your bottom line? Interviews with company representatives and end-users are added to illustrate real-life and business applications.

### **HOST CLOSE :30**

#### **CALL TO ACTION :30**

#### **CREDIT ROLL :30**

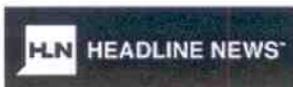
This part of the program is a summarization of the show. The host will conclude with pertinent information, including "call-to-action" contact information, i.e., phone numbers, website addresses, etc. Upcoming airdates will also be announced.



## Preferred Networks



From the creators of Fox News Channel, 'The Most Powerful Name in News,' comes this all business and financial news network designed to appeal to a wider audience than its rivals. Its wide range of programming covers everything from small business and individual investing to global business trends, because 'Life is your Business.'



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 Headlines 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 Headline 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.



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 consumers to explore their world, offering unique and riveting original programs in the genres of science and technology, natural history, history, human adventure, and exploration.



Travel Channel Travel Channel delivers insightful stories about the world's most popular destinations and diversions to over 75 million households. Through Travel Channel, viewers gain unique access to the places, meet the people and realize the possibilities of the world. From the creators of the Discovery Channel, Travel Channel captures the fascination, freedom and fun of travel.



Many cities offer viewers a dedicated regional alternative to traditional news programming. Examples are New York's WRNN-TV or ONN- Ohio News Network. Regional News Networks report the latest breaking regional news, keeping their finger on the pulse of their respective city or region. Audiences consist of a desirable but elusive target – the affluent & educated viewers.



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.



ESPN2 Very popular 24-hour national cable network featuring a variety of professional leagues, professional tours, NCAA sports and championship



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.



24 hour national sports network reaching over 76 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.

# Distribution Checklist

COMPANY NAME: \_\_\_\_\_

**\*\* PLEASE TAKE YOUR TIME AND BE AS ACCURATE AS POSSIBLE \*\***

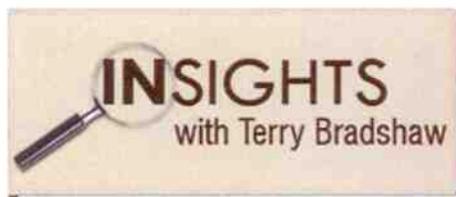
*With the list below, please check the top markets in which your distribution is greatest. (Be specific- even though New York, LA and Chicago are the top 3 markets, your distribution and sales may be strongest in the southeast.)*

**This list is put into the formula for determining what markets will carry the segment.**

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> New York                         | <input type="checkbox"/> San Diego                           | <input type="checkbox"/> Wilkes Barre-Scranton   | <input type="checkbox"/> Paducah-C.Grid.-Harbg-Mt VN   |
| <input type="checkbox"/> Los Angeles                      | <input type="checkbox"/> Hartford & New Haven                | <input type="checkbox"/> Jacksonville-Brunswick  | <input type="checkbox"/> Rochester                     |
| <input type="checkbox"/> Chicago                          | <input type="checkbox"/> Charlotte                           | <input type="checkbox"/> Albany-Schenectady-Troy | <input type="checkbox"/> Tucson                        |
| <input type="checkbox"/> Philadelphia                     | <input type="checkbox"/> Raleigh-Durham                      | <input type="checkbox"/> Dayton                  | <input type="checkbox"/> Springfield, MO               |
| <input type="checkbox"/> San Francisco, Oakland, San Jose | <input type="checkbox"/> Nashville                           | <input type="checkbox"/> Fresno-Visalia          | <input type="checkbox"/> Portland-Auburn               |
| <input type="checkbox"/> Boston                           | <input type="checkbox"/> Milwaukee                           | <input type="checkbox"/> Las Vegas               | <input type="checkbox"/> Huntsville-Decatur, Florence  |
| <input type="checkbox"/> Dallas-Ft. Worth                 | <input type="checkbox"/> Cincinnati                          | <input type="checkbox"/> Little Rock-Pine Bluff  | <input type="checkbox"/> Champaign-Springfield-Decatur |
| <input type="checkbox"/> Washington DC                    | <input type="checkbox"/> Kansas City                         | <input type="checkbox"/> Charleston-Huntington   | <input type="checkbox"/> Ft. Myers-Naples              |
| <input type="checkbox"/> Detroit                          | <input type="checkbox"/> Columbus, OH                        | <input type="checkbox"/> Tulsa                   | <input type="checkbox"/> Madison                       |
| <input type="checkbox"/> Atlanta                          | <input type="checkbox"/> Greenville-Spartanburg-Asheville    | <input type="checkbox"/> Austin                  | <input type="checkbox"/> South Bend-Elkhart            |
| <input type="checkbox"/> Houston                          | <input type="checkbox"/> Salt Lake City                      | <input type="checkbox"/> Richmond-Petersburg     | <input type="checkbox"/> Columbia, SC                  |
| <input type="checkbox"/> Seattle-Tacoma                   | <input type="checkbox"/> San Antonio                         | <input type="checkbox"/> Mobile-Pensacola        | <input type="checkbox"/> Chattanooga                   |
| <input type="checkbox"/> Cleveland                        | <input type="checkbox"/> Grand Rapids-Kalamazoo-B. Creek     | <input type="checkbox"/> Knoxville               | <input type="checkbox"/> Cedar Rapids-Waterloo         |
| <input type="checkbox"/> Tampa-St. Petersburg-Sarasota    | <input type="checkbox"/> Birmingham                          | <input type="checkbox"/> Flint-Saginaw-Bay City  | <input type="checkbox"/> Jackson, MS                   |
| <input type="checkbox"/> Minneapolis-St. Paul             | <input type="checkbox"/> Norfolk-Portsmouth-Newport News, VA | <input type="checkbox"/> Wichita-Hutchinson Plus | <input type="checkbox"/> Davenport-R. Island-Moline    |
| <input type="checkbox"/> Miami-Ft. Lauderdale             | <input type="checkbox"/> New Orleans                         | <input type="checkbox"/> Toledo                  | <input type="checkbox"/> Burlington-Plattsburgh        |
| <input type="checkbox"/> Phoenix                          | <input type="checkbox"/> Buffalo                             | <input type="checkbox"/> Lexington               | <input type="checkbox"/> Tri Cities, TN-VA             |

- |  |  |   |   |
|--|--|---|---|
| <input type="checkbox"/> Denver                                  | <input type="checkbox"/> Memphis                         | <input type="checkbox"/> Roanoke-<br>Lynchburg  | <input type="checkbox"/> Johnstown-<br>Altoona      |
| <input type="checkbox"/> Pittsburgh                              | <input type="checkbox"/> West Palm<br>Beach-Ft. Pierce   | <input type="checkbox"/> Green Bay-<br>Appleton | <input type="checkbox"/> Colorado<br>Springs-Pueblo |
| <input type="checkbox"/> Sacramento-<br>Stockton-<br>Modesto     | <input type="checkbox"/> Oklahoma City                   | <input type="checkbox"/> Des Moines-<br>Ames    | <input type="checkbox"/> Waco-Temple-<br>Bryan      |
| <input type="checkbox"/> St. Louis                               | <input type="checkbox"/> Harrisburg-<br>Lncster-Leb-York | <input type="checkbox"/> Honolulu               | <input type="checkbox"/> Evansville                 |
| <input type="checkbox"/> Orlando-<br>Melbourne-<br>Daytona Beach | <input type="checkbox"/> Greensboro-H.<br>Point-W. Salem | <input type="checkbox"/> Spokane                | <input type="checkbox"/> Youngstown                 |
| <input type="checkbox"/> Portland, OR                            | <input type="checkbox"/> Louisville                      | <input type="checkbox"/> Omaha                  | <input type="checkbox"/> Baton Rouge                |
| <input type="checkbox"/> Baltimore                               | <input type="checkbox"/> Albuquerque-<br>Santa Fe        | <input type="checkbox"/> Syracuse               | <input type="checkbox"/> El Paso                    |
| <input type="checkbox"/> Indianapolis                            | <input type="checkbox"/> Providence-New<br>Bedford       | <input type="checkbox"/> Shreveport             | <input type="checkbox"/> Savannah                   |

OTHER(S): \_\_\_\_\_



## Production Timeline



The production timetable is an approximate schedule each selected company/product can expect from the initial communication stages up to the airing of the programs. Please keep in mind, shooting dates and airings may vary based on a client's individual requirements.

### **Selection** - *Approximately 1 - 3 months prior to any formal communication*

Insights with Terry Bradshaw strives to guarantee the success of every show through extensive research and by studying all aspects of the ever-changing consumer lifestyle environment. This careful analysis allows us the opportunity to select the company that would best be suited in each given market.

### **Initial Contact** - *Approximately 1-2 weeks prior to approval*

During this time the company is contacted and press releases and other materials are drawn up for formal announcement. Companies, products and services are selected based on their customer service, brand awareness, and ability to fulfill the additional business incurred from each show.

### **Approvals** - *Within 10 days after contact*

A Participation Agreement must be signed and returned by the potential featured guest prior to final approval by the Executive Producer. If selected for the show, Insights with Terry Bradshaw will immediately assign a scriptwriting team and begin pre-production, promotions and scheduling.

### **Scheduling Fee** - *Due upon receipt of invoice*

### **Material Requirements** - *Due within 2 weeks*

Insights with Terry Bradshaw'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 Insights will personally contact the featured guest. Typically, tentative decisions on shooting dates and locations are made at this time.

### **Public Relations** - *Immediate and ongoing*

Insights with Terry Bradshaw's Public Relations Department will begin promotional efforts immediately to ensure maximum exposure for participants and the series. Through press releases as well as an online promotional campaign that will be targeting industry specific organizations, consumer and business networking sites our PR department strives to gain a large targeted audience for all programs.

### **Advertising/Promotions** - *Immediate and ongoing*

A Multimedia Promotional/Ad Campaign is implemented for each program to increase viewership. As part of this process, each company will be featured in press releases, articles and various other forms of promotional efforts for each program.

### **Customization of Program** - *Approximately 6-10 weeks after receiving completed Editorial Information Form and materials*

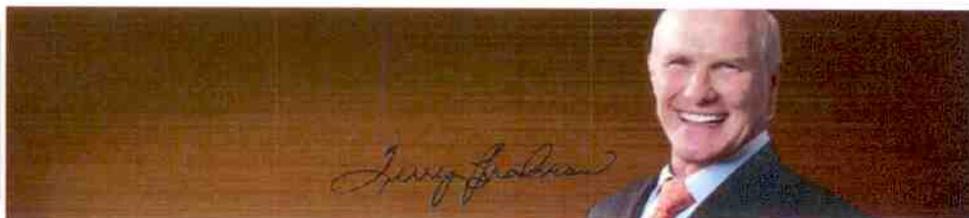
Our writing staff will develop a script outline that will be sent to you for your input and to be checked for accuracy and final approval. Information in the script outline will consist of interview questions and information that will be included in the program. The interview questions could range from customer service issues, installation techniques or warranties. A producer 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. While Insights 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 several of Insights with Terry Bradshaw several desirable

**Distribution** - *Varies accordingly*

Insights with Terry Bradshaw programs air on major cable networks and are distributed to national and regional audiences, as well as local and regional business targeted networks to reach a specific market. These networks were chosen based on their ability to reach a specific target audience and their potential household reach, as well as, the Distribution Checklist you will fill out.



## Editorial Information

Print

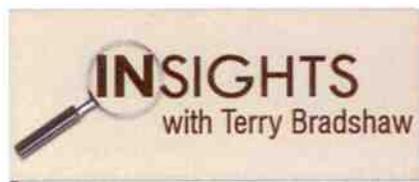
The following participant information form will serve as Insights handbook and guide to better understand your product and organization. Please take the time to fill in each question carefully and thoroughly, as this will serve as one of our main references throughout the project.

Please include all legal symbols where needed (i.e. ä,ã,ä).

Company Name: \_\_\_\_\_  
 Name of Product: \_\_\_\_\_  
 Project Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Company Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 E-Mail Address: \_\_\_\_\_ Web Site: \_\_\_\_\_ Date: \_\_\_\_\_

1. Please provide us with some background on your organization and the solutions that you contribute to this industry? (market name):
2. Bullet Promos/Tag Lines/Slogans (5 - 10 words) - These may be used during closing of the program along with phone number.
3. 800 number or business phone number along with web-site that may be used during the close of the segment.
4. In detail, describe your firm's areas of focus:
5. Who is your target audience?
6. What are the unique features of your firm's products/services?
7. What do you feel is the most important message to convey to your target audience?
8. What are the unique benefits of your product/service?
9. Typical scenario in which a prospective client/investor would utilize your Product/service:
10. List 5-7 questions and answers that would best illustrate the key points that you would want our viewers to learn about your product/service:
11. On occasion, we will shoot a segment at a tradeshow; if this is a preference for you, please provide us with the dates, name of show, and city in which it is being held. Also, please note locations of showrooms that our cameras could film at - if applicable.
12. Please write the name and direct phone number of the spokesperson/celebrity/model who will appear on camera.
13. Insights has become a leading voice to the fastest growing segment in the world - the Latin American Market. If you are interested in broadening your reach to top Spanish Networks via International airings in South America and key Latin markets in the U.S., please explain how Latin American viewers could benefit from learning about your product/service.

The team at Insights has an ultimate goal of making this production a worthwhile investment for your company. This information is extremely important to our overall mission. I have completed the "Company Information Form" and acknowledge that this information is accurate to the best of my knowledge.



## Things to Know



### How do we benefit?

Television exposure both nationally and regionally in selected markets in a half-hour program discussing your technologies and/or company. Promotions of the show will be included in press releases, an online promotional campaign that will be targeting to industry specific organizations, consumers, and business networking sites. A broadcast quality copy of the full segment with the show open and close to which you own 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. This is especially valuable because you are being presented in a 3rd party platform.

### How did you select our company?

A team of researchers and producers follow a specific formula that matches the viewer's needs with 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 and follow up with them for a phone interview. Focus groups from past viewers of the show, as well as, market trends are also used.

### How does "Insights" secure the time on the networks?

Networks offer paid programming seven days a week. We purchase our time through a nationally recognized media buyer who secures our timeslots weeks in advance. Insights secures these slots from the cable providers, networks and/or other media sellers in many of the top markets around the country. Insights and its programs have no direct affiliation with the networks on which they air.

### Are there any additional costs?

No, the scheduling fee is your total out-of-pocket cost.

When will I receive a copy of the show?

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 the production coordinator will assist you in the following items:

1. Processing the Participation Agreement
2. Preliminary scheduling
3. Completion of Editorial Information Form questionnaire
4. Selection of appropriate company literature
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 for banner campaign
9. Provide end-user for testimonial, company spokesperson, talent and products for shooting

### Insights with Terry Bradshaw...

Insights takes a creative approach in 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...

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

#### Editorial

Public relations and advertising join forces at Insights. 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 Profilesmultimedia 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