

## **INSIGHT PUBLIC TELEVISION**

### **Production Authorization**

**PARTICIPANT:** Region 4 Genetics Collaborative

**TOPIC:** Newborn Screening / Improving Access to Genetic Resources

**PRODUCER:** Eric Sanders

**SHOOT LOC:** To be determined

### **Public Television Distribution**

• Insight will be distributed to Public Television stations in all 50 states. This includes production of a 3-5 minute educational segment to be distributed as a stand alone interstitial to Public Television Stations for unlimited broadcast at their discretion (estimated reach is over 40 million households). Insight maintains editorial control for The Insight Program and will adhere to guidelines for Public Television's Standards and Practices.

### **International Distribution**

• Your 3-5 minute segment will be distributed internationally to Voice of America (VOA). VOA is an international multimedia broadcasting service (funded by the U.S. Government) with a daily viewing audience of 96 million people airing in 200 cities and 127 countries.

### **Insight to provide the following Durable & Intangible Goods**

6-8 Minute Documentary Tape // Corporate Identity Piece

• Insight to provide production of one (1) complete broadcast quality, custom, 6-8 minute educational documentary tape with expansive and detailed information documenting the issues that impact your target market. Interviews and/or narration are added to accomplish the specific goals of your organization. This tape will be produced and edited on high-end Beta SP. The format is educational/informational. Production capability will include: program/set design, script writing, videography, graphics, music, on-camera talent, editing. High-end computer generated graphics throughout, and 2-D animation and/or graphics of your logo, phone number, and website will complete the production.

### **Internet Distribution & Video Web-Streaming**

• Upon completion, Insight will digitize and encode the educational documentary for web-streaming on your website. The segment will be accessible for viewing by all traffic via your website.

- Your 6-8 minute documentary tape, at your discretion, will be encoded and distributed to the top video-streaming web networks such as: YouTube, AOL Video, Yahoo Video, etc.

## **Region 4 Genetics Collaborative's Featured Spot**

- Your 6-8 minute documentary will be featured on [www.WebMD.com](http://www.WebMD.com) as part of the Insight program. Your video and logo will appear on the front and/or relevant page of aforementioned publication/resource website and Insight will provide all graphics, technical specifications and links to Region 4 Genetics Collaborative's Landing Page or website. Insight guarantees a minimum of 100,000 views \*.

## **Video E-mail Narrowcast**

- Insight will design and generate a national or regional email campaign to your narrowcasted audience of up to 1,000,000 video email links. This will be accomplished with a list provided by your organization and Insight's database for industry-specific effectiveness.

## **Commercial Segment**

- Insight to provide production of one (1) high end 1 or 2-minute educational commercial segment used for network distribution. Region 4 Genetics Collaborative will have final sign off before the segment is distributed to the networks.
- Your educational commercial segment will be broadcast regionally on Discovery Health, MSNBC, Fox News or equivalent network. These segments will target peak and prime time programs airing a minimum of forty (40) times in the cities of your choice (post airing reports will be provided).

## **Region 4 Genetics Collaborative to Provide As Outlined in the Production Timeline**

- Completion of the research questionnaire. (Research Questionnaire contained in the media package.)
- Necessary literature text, ads, logos etc. helpful in creating script for the project, as well as a company logo.
- A list of potential interviews and site locations where the educational information, service or product may be filmed.