

# The Global Learning *Series*



EURUSD	-0.0094770	-0.0000	0.0095506	0.0094693
GBPUSD	1.29310	-0.0024	1.29580	1.28960
JPYUSD	1.28310	-0.0022	1.29600	1.28970
CHFUSD	1.9026	+0.0005	1.9063	1.9000
INRUSD	80030	-0.0008	80070	79800
GBPJPY	1.9063	+0.0006	1.9101	1.9014
CHFJPY	1.1917	-0.0006	1.1944	1.1885
EURJPY	1.2914	-0.0016	1.2943	1.2882
JPYEUR	105.89	+0.03	106.29	105.52
JPYCHF	136.77	-13	137.37	136.44
CHFJPY	1.5393	-0.0027	1.5423	1.5381
GBPCHF	-6774	-0.0010	6795	6766
SPXUSD	1150.20	-7.00	1158.50	1149.00
INDU	10132.36	-66.44	10194.5	10121.8
DXYD	84.24	+12	84.47	84.09



## *Special Guest Invitation*

The Global Learning Series is educational programming that showcases life changing, educational, breakthroughs to the world.

The following is a special invitation for your organization to partner with us as an education guest on the globally televised program...

## THE GLOBAL LEARNING SERIES

This information has been crafted exclusively for those specially chosen organizations, associations and companies that have significantly distinguished themselves and contributed on a global and/or national level to the advancement of society and therefore command this type of global attention.



# Guest

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# Invitation

# EXECUTIVE SUMMARY

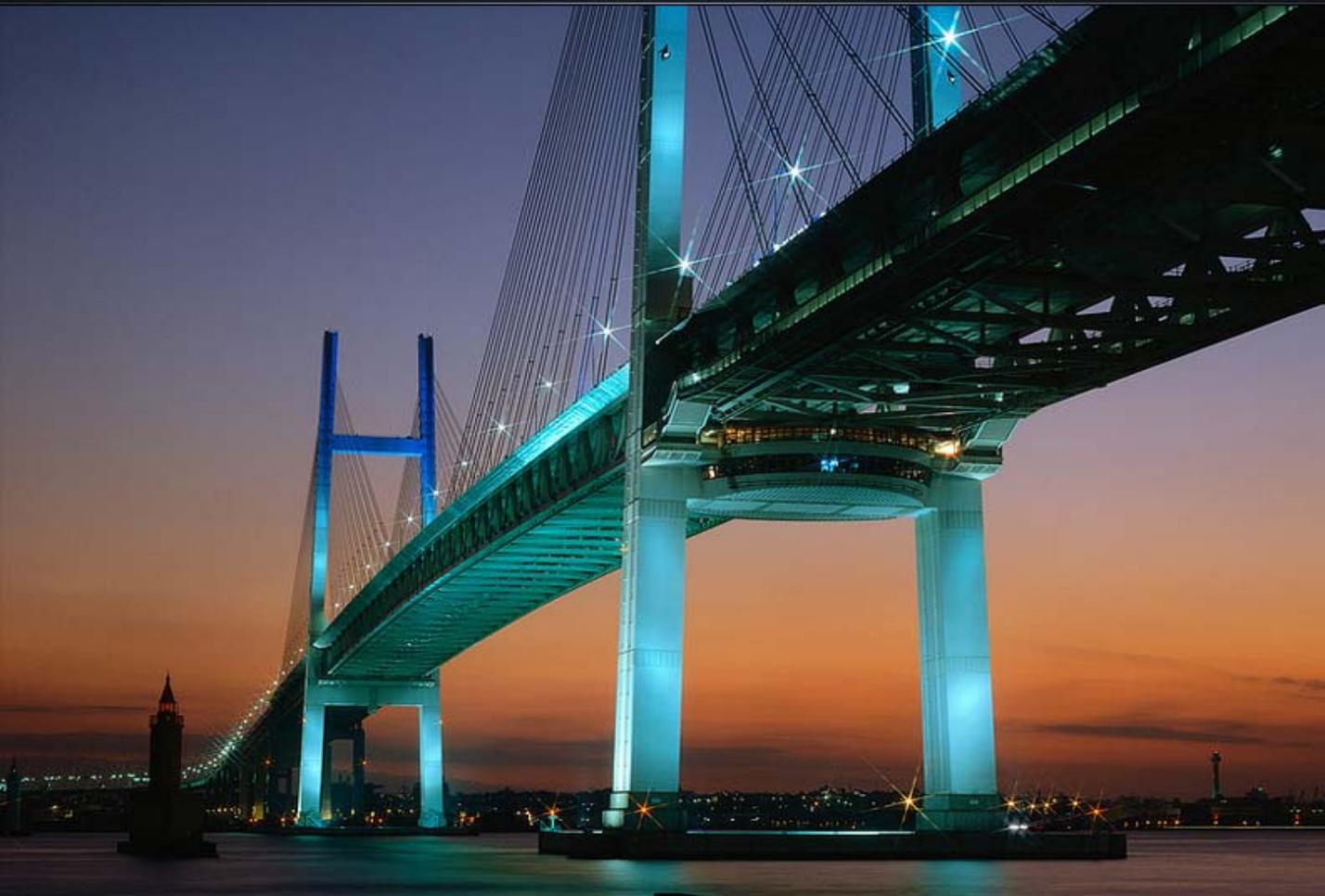


**The Global Learning Series** is a program that is, first and foremost, about education and information on the very latest issues and trends in many disciplines including; medicine, business and the environment, that shape our world and effect our lives. It showcases real solutions and the most crucial issues facing consumers and professionals. With hard hitting, cutting edge content, **Global Learning Series** is the premier global source of information for individual viewers and industry alike, because it not only maintains network quality production, but also provides the latest information that serious professionals want, need and trust. The production value of the series is unequaled in the television industry... so the quality matches the content.

The net net here is that **Global Learning Series** is ongoing educational programming that we must and will, produce and air, independent of any of the potential guests that we consider for our program. This allows our guest's to leverage our economies of scope in our mission to provide global education programs to our viewership. So in addition to being highlighted on **Global Learning Series**, our guest's therefore walk away with national and global exposure including guaranteed network exposure and solid tools edited from the programming by **Global Learning Series**, that our guest's can use in their marketing and education toolbox for their ongoing mission and goals, independent of **Global Learning Series**.

The objective of **Global Learning Series** is to inform, educate, and captivate our global viewership; the business, professional community, and the consumer, about the products, services and issues that most affect them. By accepting our invitation as a guest and therefore partnering with **Global Learning Series** to develop this information, you effectively, position us to help you in ways substantially greater than you could possibly accomplish on your own with a similar allocation of resources. (The winning reasons our guests accept our invitation are detailed on pages 4-6 of this invitation).

# HOW THE GLOBAL LEARNING SERIES WINS



**When the best and the brightest organizations, people, products and technologies are featured, our productions have the 3 key qualities:**

- 1. Being informative**
- 2. Being entertaining (visually and emotionally compelling)**
- 3. Being educational (by providing practical solutions to common problems)**

**...which, naturally, are the 3 components that attract the largest possible target audiences.**

# HOW YOUR ORGANIZATION WINS



## THE CREDIBILITY OF BEING ASSOCIATED WITH THE SERIES

This series is a rare hybrid, educational programming for Public Television and global VOA Television and web viewers, skillfully woven with public awareness style marketing exposure for the guest's we select. First of all, there is a strong overlap between your audience and ours. If this were not the case, your organization would not have made it past our preliminary due-diligence/selection phase. This program is not just for the general public. It is carefully crafted and custom written and produced to target the global business, professional and consumer community. Furthermore, the content is exceptional (previewing the very hottest topics on the edge, the latest advancements and the major players in the global medical, business, and environmental community).

## FULL LENGTH, EXCLUSIVE TELEVISION FEATURE

**Global Learning Series** will produce a 3-5 minute comprehensive educational feature story which is our program. This network quality editorial segment will document the issues that impact society this year and beyond and will look at how organizations like yours have played a key role in that process. Each feature story highlights the latest trends and advancements while maintaining the educational content and integrity and format that Public Television and global VOA Television audiences expect on a daily basis.

## NATIONAL AND INTERNATIONAL TELEVISION EXPOSURE

This educational feature story will be part of **THE GLOBAL LEARNING SERIES** television series which is distributed to national and international networks with over 100 million daily viewers. Each segment will specifically target the business professional, consumer and investor community with high-end, cutting edge content.

## Public Television

**THE GLOBAL LEARNING SERIES** will be distributed to Public Television stations nationwide. Because Public Television is a non-commercial network, the Public Television stations have a need for quality short form interstitials. These 3-5 minute magazine-style documentaries are stand alone programs that fill the gap between regularly scheduled peak and prime-time programs. In addition, this series will adhere to all guidelines for Public Television's Standards and Practices.

**The producers of the GLS series have eliminated all restrictions to the number of airings for the show. This allows the independent stations to air the series for unlimited broadcast at their discretion.**

## Network Distribution

Companies with a desire to educate consumers, colleagues and investors find themselves with limited options. Primetime television campaigns are typically cost-prohibitive for most companies, and paid programming in the form of infomercials carries a stigma of low quality content and production.

**THE GLOBAL LEARNING SERIES** broadcasts high end 1-2 minute educational segments nationally on networks such as CNN, The Learning Channel, FamilyNet, MSNBC, FoxNews, Discovery, Discovery Health Channel, and other major networks. These segments air in millions of households nationwide and globally on the web.

This unique peak and prime - time segment is still “issue-oriented”, however, it is designed to communicate expansive and detailed information about your company, product or service. In addition, these educational segments will be broadcast via independent distribution reaching an additional 30 million households, in many of the top 50 DMAs, during peak and prime-time. Licensing agreements for rebroadcasting are also available to participants at the conclusion of the project.

## **CUSTOM CORPORATE DOCUMENTARY**

**Global Learning Series** recognizes that the success and impact of our program depends entirely on the quality of our guest's stories. This contribution, from organizations having a positive impact on their particular industry, is critical to our educational mission and agenda. At the same time we realize the importance of providing valuable deliverables to our participants at the conclusion of this project.

With information culled from the research and interview process together with the video footage taken on location, **Global Learning Series** will produce a 6-8 minute comprehensive custom corporate documentary about each guest's service, product, or technology. Using the story as the centerpiece; interviews, animation and/or narration are added to accomplish specific goals for each guest. This network quality, news-oriented segment will document the issues that impact the industry professional and consumer. As a result, this story also becomes the television equivalent of a full-feature article in a national or global trade journal.

## **NATIONAL AND GLOBAL INTERNET EXPOSURE**

The popularity and growth of internet advertising has far exceeded the expectations of the media industry, and there is no end in sight to this growing trend. In fact, present and future forecasts all but guarantee the convergence of television and the global web.

**Global Learning Series** is on the fast track and leading edge of this trend. Your documentary segment will be digitized and distributed to the top business internet webcast sites as well as the most watched webcast sites in the nation. **Global Learning Series** also provides our guests with high-speed streaming video at the conclusion of the project. Not only will your organization be highlighted as a distinguished guest on the **Global Learning Series**, but the 6-8 minute story and the 2-minute segment about your service, product or technology will be digitized and encoded for use on your website. These video files will be available on demand and accessible for viewing by all traffic via your website.

## **Global Distribution**

The documentary series is also distributed to international networks that reach over 200 cities in over 127 countries worldwide, with a viewing audience of 96 million people in over 45 languages.

These networks utilize global satellite capabilities and downlink their programming to hundreds of television systems, as well as to U.S. embassies and cultural centers around the world.

# REQUIREMENTS FOR OUR GUESTS



The first requirement is that we have reasonable access to videotape your product / technology in a real-world environment..."your technology alive and in use in the trenches". That may mean providing a location in South Florida, from West Palm Beach to Miami, where the service or technology can best be shot or perhaps working with us to schedule a facility outside of South Florida where we can shoot the service or technology in use. Our crews will travel anywhere in the continental U.S. to acquire the necessary footage for the story. If it is necessary to shoot outside of South Florida, your expenses will be approximately \$3,000 for a typical one-day, one-location shoot in the U.S. or Canada. Shoot locations outside the U.S. will generally require a travel expense of \$5,000. or higher, depending upon the location.

The second requirement is that the guest's on **Global Learning Series** help us defray some of the costs for pre production (see enclosed letter for funding requirements). Any costs associated with this project absolutely do NOT pay for any television feature story on Public Television in ANY WAY.

Distribution of the **Global Learning Series** nationally to public television and globally to VOA Television is based on providing interesting, topical stories that impact the corporate and consumer audience, and meet public television's standards and practices...therefore it is provided at no cost to our guests.

Our final requirement is related to time. In our industry, as in yours, timing is everything. The sole reason we can provide the benefits we have described in this invitation, which far exceed any scheduling fees for underwriters, is because of the economies of scale that accrue when the schedules are met. Each project is typically completed within a 90 -120 day production cycle. Therefore, all scripts, scheduling, videotaping, and postproduction must occur within that time frame (although your time input is minimal). This means all guests must give written confirmation to accept this invitation within 7 days from the date of original contact with our Producer and adhere to the production schedule printed in this invitation.

## Pre-Production Schedule

1. PRODUCTION AUTHORIZATION SIGNED
2. SCHEDULING FEE DUE UPON RECEIPT OF INVOICE
3. RESEARCH QUESTIONNAIRE AND LITERATURE DUE
4. PROJECT MANAGER AND GUEST CONFIRM SHOOT DATE AND LOCATION

## Production Schedule

Here is the approximate schedule (for estimation purposes only):

### Guest action items in bold

Global Learning Series items in plain type

- |   |                    |
|---|--------------------|
| 1. STORY ASSIGNED TO FIELD PRODUCER (BEGINNING OF MONTH)      | DAY 1              |
| 2. FIELD PRODUCER CONTACTS GUEST                              | DAY 2-5            |
| 3. SCRIPT WRITTEN* (PRELIMINARY DISTRIBUTION DATES AVAILABLE) | DAY 20 - 40        |
| 4. <b>SCRIPTS APPROVED FOR TECHNICAL ACCURACY (1 WEEK)</b>    | <b>DAY 25 - 45</b> |
| 5. SHOOT TAKES PLACE AT LOCATION COORDINATED BY GUEST         | DAY 60             |
| 6. FEATURE STORY EDITED                                       | DAY 80             |
| 7. <b>TECHNICAL ACCURACY APPROVED BY GUEST (1 WEEK)</b>       | <b>DAY 85</b>      |
| 8. CUSTOM DOCUMENTARY SEGMENT EDITED                          | DAY 90             |
| 9. FINAL DISTRIBUTION DATES PROVIDED                          | DAY 90+            |

## This is your total required time input:

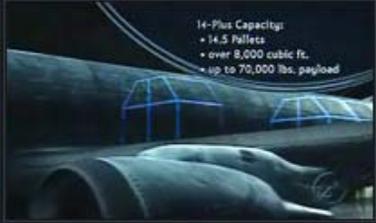
(and please note that it is designed to be minimally invasive on your time and resources):

1. Sign the Production Authorization that summarizes our agreement, and gives us the 'green light' to proceed (**approx. 15 minutes**).
2. Complete research questionnaire and forward all additional literature and collateral to The Global Learning Series (**approx 1-2 hours**).
3. An invoice will be sent to you upon execution of the Production Authorization. In order to proceed with our requirements, the scheduling fee must be in-house within 10-30 days.
4. Our project manager will contact you upon receipt of all required materials to prepare you for production (**approx. 30-45 minutes**).
5. You'll need to coordinate with one of our field producers who will contact you regarding shooting locations, interviews and miscellaneous information (**approx. 4-6 hours**).
6. Over the course of the 90-day production cycle, you'll review the script for technical accuracy for The Global Learning Series project. Once edited, you'll review the project for your final approval on technical accuracy (**approx. 4-6 hours**). Please notify your field producer in advance if your company has any particular legal or regulatory review requirements.

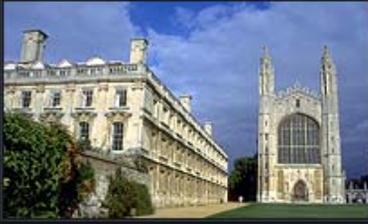




LIFE Changing  
Educational **BREAKTHROUGHS**



14-Plus Capacity:  
+ 14.5 Pallets  
+ over 8,000 cubic ft.  
+ up to 70,000 lbs. payload



For more information visit our website  
[WWW.THEGLOBBALLEARNINGSERIES.TV](http://WWW.THEGLOBBALLEARNINGSERIES.TV)