



THE VIDEO AGENCY

presents

WORLD
BUSINESS
ENTERTAINMENT
NEWS
HEALTH



- **Media Production**
- **Guaranteed Placements**
- **Promotion**

"Nothing can carry a message with more persuasive power to the heart of John Q. Public than the endorsement of the news media."

-- Eric Severeid

A recent study by the **Columbia School of Journalism** concluded that "well-placed news articles are **four times more effective** than traditional advertising."

In a recent **Roper Survey**, when Americans were asked what they thought is the most credible source for news - television, radio, newspapers, internet, etc., the answer, by a **two-to-one** margin, was **television**.

and introducing our newest show for **PBS**



*Healthy***LIVING**
with **TERESA TANOOS**

Emmy / Golden Mike winning news team

20,000 Media Outlets

(on the air, in the air, on the ocean, and in print)

7-9 million viewers per episode



LA • NYC • DC • Chicago • Boston • Atlanta

888-322-4BWN



tvaproductions.com



businessworldnews.tv



healthworldnews.tv



entertainmentworldnews.tv



healthylivinginfo.com

Do you have a newsworthy organization with a product, service, invention, or cause?

TVA Productions is one of the top independent media production/placement companies in the country (*next to **CBS** since 1987*).

In addition to producing four internationally - syndicated TV newsmagazines and Emmy - winning TV, video, DVD, CD and internet programs for corporate, government, and entertainment accounts---we also have the **most cost-effective distribution network** for getting your message out.

We guarantee to get your press releases, story ideas, VNRs, and/or videos the greatest number of **editorial** media placements for the lowest cost. Period.

For as little as **\$3** per **editorial** (*NOT advertorial / pay for play*) placement, TVA creates and places pre-approved broadcast Spotlights for TV news affiliates and cable stations, airlines (*in-flight programming*) and websites (*Top 100 news portals*); feature news articles for trade magazines & journals, radio & newspapers; (*via our partner NewsUSA*).

We can also re-purpose your existing productions for our distribution network for even less cost per placement.

Our veteran producers, directors and editors --- including former **CNN** and top daily newspaper and wire service editors --- know what pulls best in this market. They'll edit your releases or write a new series based on your materials and today's hot trends. Editors and programming directors rely on our quality ready-made news features to meet their own growing need for editorial content due to news staff cutbacks.* Editors know they can count on our stories to be created in a style that will engage and inform readers and listeners.

* No news organization has the resources in labor, time or funds to cover every worthy story. With **CNN** and other major news media laying off hundreds of staffers, **over 90%** of newsrooms now rely on outside produced news articles.

Our Emmy & Golden Mike winning news team will develop the plan to your approval, implement it, and measure the results. You will receive advance media schedules, detailed broadcast affidavits, Arbitron reports (*showing station, city, date and time, cumulative audience, circulation, and demographics*) and actual clippings from newspapers and magazines. Clip entry and placement numbers are shown in real-time via 24/7 online tracking.

Our **2,400 clients** include individual entrepreneurs, associations, government agencies and companies from small partnerships to Fortune 500 corporations. Top 100 agencies including **Ogilvy, FLEISHMAN HILLARD, Bozell, KETCHUM, Cohn & Wolfe, EARLE PALMER BROWN, EDELMAN, HILL & KNOWLTON, Gollin Harris** use our services since we complement their strategic activities with massive editorial placements in the top ADIs for pennies on the ad dollar.

Before you spend another dime on advertising, you should consider this:

A recent study by the
Columbia School of Journalism
concluded that "*well-placed news articles are*
four times more effective
than traditional advertising.

Well-placed, consistent editorial coverage produces many important marketing benefits such as developing a competitive edge, positioning the firm as a leader, building name recognition, generating leads and making the sales job easier.

TVA fills a specialized niche in the marketing industry, blending elements of public relations, advertising and promotion with the accepted forms of traditional journalism. Our media methods are more cost effective than TV spots, infomercials, VNRs, print and radio ads, direct mail, and tradeshow---and they are especially powerful in a tight market economy.

TV * INFLIGHT * RADIO * PRINT PLACEMENT PACKAGES

TVA is the creator and distributor of the internationally-syndicated TV newsmagazines:

"**BUSINESS WORLD NEWS**" businessworldnews.tv
 "HEALTH WORLD NEWS" healthworldnews.tv
 "ENTERTAINMENT WORLD NEWS" entertainmentworldnews.tv
Healthy LIVING (for PBS) healthylivinginfo.com

Reaching **75 million** households, businesses and passengers via major broadcast and cable stations

Airing

Weekdays : 5:30 pm - 9:30 pm
 Weekends : 7:30 am - 12:00 pm

[in select cities nationwide and overseas](#)

Our **Emmy-winning news team** also creates and distributes syndicated, pre-approved broadcast Spotlights and feature news articles to over **20,000 media outlets** including...

1,100
 TV, Cable & Satellite Networks

10,250
 Newspapers

6,600
 Radio Stations

420 Trade Magazines & Journals

40 Major Airlines

18,640 Websites
 msn YAHOO! altavista

With over 15 years of expertise in the media production / placement industry and our vast network of media contacts, that we can guarantee our clients thousands of pure **editorial** (NOT *advertorial*) media placements on TV, airlines, cruise lines, radio, newspapers, magazines and websites for pennies on the ad dollar. It's a hassle free, all-inclusive service that we have been offering successfully to 2,400 clients (**including major ad agencies and PR firms**) for more than 15 years.

One of our most popular media production / placement packages is **MediaBlitz**. It includes:

- 1,500 telecasts and cablecasts nationwide of a 5:00 TV news Spotlight on your Story with **7-9 million** guaranteed viewers...
- 13,980 airings on-board one or more major airline for one month...
- 1 million eBroadcasts (*targeted, measured and tracked*)...
- Internet Streaming of your Spotlight with heavy website traffic...
- 400+ Newspaper Placements (*2 two-column News Features + 2 News Briefs*)...
- 3 Feature Story Placements in Trade Magazines you approve in advance...
- 800+ Radio Station Placements (*includes Scripting, Distribution and ARBITRON Tracking*)...
- 18,640 Websites including Top 100 online news portals...
- Corporate Video and Tradeshow loop versions + 500 DVD, VHS or CD copies with custom packaging...



Since **customized service is our specialty**, we have other media packages for budgets large and small that also guarantee placements to your target audience.

We will develop the plan to your approval, implement it, and measure the results. You receive advance media schedules, detailed broadcast affidavits, Arbitron reports (*showing station, city, date and time, cumulative audience, circulation, and demographics*) and actual clippings from newspapers and magazines. Clip entry and placement numbers are shown in real-time via **24/7 online tracking**.

Total ad dollar value : \$945,600.00 *

**Based on July '02 ad rate card data supplied by SRDS and SQAD (Spot Quotation & Data)*

Total Cost: 1/10 of total ad value

\$3.00 per editorial placement
 \$0.09 cents per total placements
 (*including eBroadcasts*)
 \$0.008 cents per viewer

Far less than the average cost for production alone of a national 60-second TV spot!

Many of the Top 100 agencies including:

Bozell HILL & KNOWLTON
 KETCHUM EDELMAN
 Cohn & Wolfe FLEISHMAN HILLARD
 EARLE PALMER BROWN GolinHarris

... use our services since we complement their strategic activities with **massive** editorial placements.

From the Business Journal

"**BUSINESS WORLD NEWS**" has attracted some of the most powerful figures in American business and politics - people like Intel Corp. founder **Andrew Grove** and **Senator J. Rockefeller**. It has helped influence the passage of national legislation, and may well have caused the stock of {numerous companies} to hit a 52-week high. It is hosted by **Emmy**-winning broadcasters {and field reporters nationwide} and appears on...selected **C B S** affiliate stations ... {major cable and satellite networks, airlines, cruise lines, etc.}.

Lending further credibility to the show are the heavy hitters who have appeared, such as Grove and Rockefeller, as well as former **David E. Kelley** Productions President **Jeffrey Kramer** and high-level executives from **BOEING Co.**, **MOTOROLA** and **IBM**. Each potential client is screened through **TVA's** editorial committee, which is made up of "award-winning writers, producers, directors, editors, and P. R. execs..."

Regarding Costs

As little as **\$3** per editorial placement.

Our budgets have ranged from \$2,500 to \$7.9 million - and everywhere in between!

To receive a customized proposal based on your media preferences, specific targeting needs, timing issues and budget --- or a **FREE MOCKUP / PROTOTYPE** for one of your stories - go to tvaproductions.com and select "Request a Quote."

Recently Televised Story:

How The Latest Minimally Invasive Surgical Techniques Promise A Shorter Hospital Stay, Less Pain And A Faster Recovery Time

"**HEALTH WORLD NEWS**" shows how **Applied Medical** has become the leader in medical device technology for new minimally invasive and established surgical procedures. Their portfolio of 230 pending or issued patents spans 19 technologies and over 250 products for Cardiac and Vascular Surgery, General Surgery and Urology. Pat Matthews talked with these scientists and gains insight about the new path of surgeries in the future. (**Episode #83**)

Side note : During client's medical convention in Chicago , **TVA** saturated the market by running the **Spotlight** on local **cable** channels and in **hotels** surrounding the convention center (via closed-circuit cable) as well as on-board **shuttle buses**. (Client has since given us new production assignments).

"All of us at Applied Medical are very pleased with the BWN production that you developed which features our new Intromit Hand Port. ...the coverage we are receiving on national television has increased awareness of this exciting new surgical technology. I wanted to thank everyone at TVA for the professionalism and sincere interest that was displayed throughout the entire production. The finished product reflects your commitment to excellence. I sincerely enjoyed working with you all and will be contacting you again for future projects." Sincerely, Terry McCarthy, V.P. Marketing

About TVA

TVA is one of the top independent media companies in the country. Located in the heart of the world's largest production community, TVA has been in business for over 15 years. We have our own production facilities, staff, and distribution resources for worldwide delivery. Utilizing the popular TV Newsmagazine format, TVA has developed a number of nationally acclaimed shows that deliver the latest information on business, health and entertainment in a fresh and insightful way. They include *Business World News*, *Health World News*, *Entertainment World News*, and our newest edition for PBS, *Healthy Living*.

TVA also produces and places print and radio features, Video News Releases (VNRs), Documentaries, TV Specials, Commercials, Corporate Videos, Direct Mail Video Brochures, DVD and CDs, and the world's largest 70mm WaterScreen projections.



Testimonials

American Red Cross



The Red Cross community is grateful for the professional and cooperative spirit with which you undertook this project. The high quality results are a testament to your creative skill and imagination and the success is in no small way related to your hard work and willingness to strive for excellence. It was a pleasure working with you and we will certainly turn again to TVA for future endeavors. **H.T. Linke, Director, Communication and Marketing**

AMDAHL



"Great job! Very pleased with results." **David Wright, CEO**

Cessna



"Excellent! Outstanding! Yours was a jacket job!" **Tom Zwemke, Director of**

Communications.
{Our last production won the **Aegis, Telly, Omni, Aime, Axiem,** and **Videographer** awards.}

Children's Miracle Network



The 4-5 minute program and PSAs TVA created with **Michelle Kwan**

helped them exceed revenues by several million dollars. It aired nationally and in Canada on television, and in nearly 2,000 movie theaters and on-board Delta Airlines everywhere they fly for an entire month. In a *"Spotlight on Success"* segment with actor **John Schneider**, BWN went behind the scenes to show how **CHILDREN'S MIRACLE NETWORK** achieved the **single most successful fund raising event** in televised history, raising an unprecedented \$229,000,000 to help 17 million kids. **Roger Cook, VP Communications**

Cox Communications



"Wonderful and professional." **Dustin Oliver, Account Supervisor, R&R Partners**

Farmer John



"Knowledgeable about production. Enthusiastic about our company. Would definitely hire again!" **Steve Kolodin, VP of Marketing**

Harvard Business Review



Very pleased by the results. Thanks! **Vince Marion, Exec VP.**

KPMG



"An email was sent to me a few times. I finally took the time to read it--your offer was too good to refuse! You were so easy to work with, your crew was very professional. I would rate you better than other companies we've used and the objectives of the project were met." **Bernie Milano, President**

NAMCO



"Reaction to the SPOTLIGHT has been universally positive. It really looks good." **A. Homma, President; Mike Fischer, Director of Marketing**

NCR



"Great return on our investment. TVA offered just the right blend of Hollywood glitz and corporate message." **Matt Stankey, VP Marketing**

SCAN



Spotlight and Level III package was instrumental in getting new national legislation passed. "I think your crews were excellent in working with a complex set of objectives and subject matter. Your professionalism was outstanding." **Paul Kenkel, Director of Public Relation**

Sony



"Best cost to quality ratio we've received to date." **Jun Takahashi, Exec. V.P. Promotions**

Systems Paving



Thank you for doing such a great job... It has proven to be a resounding success...greatly increased our sales by increasing our customer's confidence in us and our product. Please feel free to call me if you need a reference. **Rene' Jackson, Mgr.**

Here are the results of our field survey:

- 81% of our sales team offer the video to the client.
- 72% of the 81% watch it.
- 96% watch it in its entirety
- Top two reps (highest closing percentages) - they offer the video to 100% of the people.
- **Debbie Katz**
- Marketing Manager
- Systems Paving Franchising, Inc.

You came through with flying colors! **Carol Worthington, Worthington Levy Creative**

Universal Studios



"You guys were great! The project {national VNR campaign} went great!" **Eliot Sekuler, Director of Publicity** {Universal has assigned TVA several more VNRs.}