



TOWN COUNCIL AGENDA PACKET

UPDATE
11-7-11

REGULAR MEETING
NOVEMBER 8, 2011
6:00 p.m.

<u>Agenda</u>	<i>Amends agenda</i>
<u>Item 9.1</u>	<i>Adds new item, staff report, and backup material</i>



Town of Chino Valley MEETING NOTICE TOWN COUNCIL

**REGULAR MEETING
TUESDAY, NOVEMBER 8, 2011
6:00 P.M.**

**Council Chambers
202 N. State Route 89
Chino Valley, Arizona**

AGENDA, AMENDED*

- 1) CALL TO ORDER, INVOCATION; PLEDGE OF ALLEGIANCE; ROLL CALL**
- 2) INTRODUCTIONS, PRESENTATIONS, AND PROCLAMATIONS**
 - 2a)** Introduction of newly-appointed members to the Board of Adjustment and Planning and Zoning Commission. (Jami Lewis, Town Clerk)
 - 2b)** Introduction by Councilmember Darryl Croft, followed by presentation by Mr. Matt Weatherly, President of Public Sector Personnel Consultants (PSPC) regarding the Wage and Compensation Study to be conducted by PSPC. (See also Consent Agenda for related Professional Services Agreement with PSPC.) (Cecilia Watts, General Services Director)

3a) CALL TO THE PUBLIC

Call to the Public is an opportunity for the public to address the Council concerning a subject that is not on the agenda. Public comment is encouraged. Individuals are limited to speak for three (3) minutes. The total time for Call to the Public may be up to 30 minutes per meeting. Council action taken as a result of public comment will be limited to directing staff to study the matter, scheduling the matter for further consideration and decision at a later date, or responding to speaker remarks.

3b) RESPONSE TO THE PUBLIC

Response to the Public is an opportunity for the Mayor to inform the public about how Town officials addressed matters raised during Call to the Public at a previous meeting.

4) CURRENT EVENT SUMMARIES AND REPORTS

This item is for information only. The Mayor, any Councilmember, or Town Manager may present a brief summary or report of current events, or ask a staff member to provide the same. Presentation on information requested by the Mayor and Council will be made and questions answered. No action will be taken.

- 4a) Report by Town Manager Michael Scannell regarding the forthcoming Police Chief's retirement and subsequent recruitment for the position.

CONSENT AGENDA

All those items listed below are considered to be routine and may be enacted by one motion. Any Councilmember may request to remove an item from the Consent Agenda to be considered and discussed separately.

- 5) Consideration and possible action to approve the April 14, 2011 regular meeting minutes. (Jami Lewis, Town Clerk)
- 6) Consideration and possible action to adopt Ordinance No. 11-755, amending the Town of Chino Valley Town Code, Title III "Administration," Chapter 30 "Governing Body," Sections 30.004 "Vacancies" and 30.006 "Oath of Office." (Jami Lewis, Town Clerk)
- 7) Consideration and possible action to approve a Fiscal Year 2011/2012 budget transfer in the amount of \$48,911 from the Capital Improvement Fund to the General Fund to facilitate the receipt and expenditure of the NACOG nutrition grant. Staff is recommending a \$48,911 revenue/expenditure budget increase in the General Fund with a corresponding revenue/expenditure budget decrease in the Capital Improvement Fund. (Vera Smith, Finance Director)
- 8) Consideration and possible action to adopt Resolution No. 11-975, establishing Town of Chino Valley Transit Program fares for Fiscal Year 2011/2012, and approve waiving of fares for the month of December 2011. (Vera Smith, Finance Director)
- 9) Consideration and possible action to approve Professional Services Agreement with Public Sector Personnel Consultants for an amount not to exceed \$13,500 to conduct a comprehensive classification and compensation study. Funds to come from the Non-Departmental Compensation Study expenditure line in the General Fund. (Cecilia Watts, General Services Director; Councilmember Darryl Croft)

Recommended Action: Approve Consent Agenda items 5-9.

ACTION ITEMS

- *9.1) DISCUSSION AND POSSIBLE ACTION TO AUTHORIZE TOWN OFFICIALS TO ENTER INTO A PARTICIPATION AGREEMENT WITH THE "TODAY IN AMERICA" SHOW FOR A FIVE (5) MINUTE SEGMENT ON THE TOWN OF CHINO VALLEY; AND AUTHORIZE AN EXPENDITURE OF A \$19,800 SCHEDULING FEE. FUNDING SOURCE TO BE DETERMINED.**

RECOMMENDED ACTION: TO BE DETERMINED PER COUNCIL DISCUSSION.

- 10) Items 10a through 10e all pertain to certain property or a portion of said property currently owned by La Vacara Trust/Joe Cordovana Trustee, located at the Northwest corner of W. Road 4 North and N. Road 1 West and includes the Windmill House events facility, which is addressed as 1460 W. Road 4 North.

Items 10a and 10b pertain to a General Plan Minor Amendment and Zone Change which were approved on June 11, 2009 to allow for the JC Ranch Master Planned Community

on 170 acres of the subject property. If Council takes no action or grants a time extension on these two items, then no action can be taken on items 10c, 10d and 10e.

Items 10c, 10d, and 10e pertain to 28 acres of the subject property and offer two options to allow for continued operation of the Windmill House facility:

Option 1 – Approval of items 10c and 10d would allow for a new General Plan Minor Amendment and Zone Change of the 28 acres, accommodating permanent continued operation of the Windmill House facility; or

Option 2 – Approval of item 10e would grant a new CUP for continued operation of the Windmill House facility. Owner/Applicant: La Vacara Trust/Joe Cordovana, Trustee. (Patricia Clingman, Development Services Director)

- 10a)** PUBLIC HEARING, followed by consideration and possible action to take administrative action to extend, remove or determine compliance with Ordinance No. 09-719 or adopt Ordinance No. 11-752 to repeal Ordinance No. 09-719 and thereby cause the property's zoning to revert from Planned Area Development (PAD) along with underlying zoning consisting of "CL" Commercial Light, "MR-1" Multiple Family Residential 1 Acre Minimum, "SR-1" Single Family Residential 1 Acre Minimum, and "OS" Open Space to "AR-5" Agricultural Residential 5 Acre Minimum. The zone change previously approved by Ordinance No. 09-719 was done within the context of an approximately 170-acre PAD for JC Ranch Retirement Community, which includes Assessor's Parcel Numbers 306-05-030R, 306-05-030U and 306-05-030V, and is generally located on the northwest corner of W. Road 4 North and N. Road 1 West, and includes the Windmill House events facility which is located at 1460 W. Road 4 North.

Recommended Action:

- (i) Take administrative action to extend, remove, or determine compliance with Ordinance No. 09-719; or
 - (ii) Adopt Ordinance No. 11-752 to repeal Ordinance No. 09-719 and thereby cause the property's zoning to revert from Planned Area Development (PAD) along with underlying zoning consisting of "CL" Commercial Light, "MR-1" Multiple Family Residential 1 Acre Minimum, "SR-1" Single Family Residential 1 Acre Minimum, and "OS" Open Space to "AR-5" Agricultural Residential 5 Acre Minimum.
- 10b)** PUBLIC HEARING, followed by consideration and possible action to take administrative action to extend, remove, or determine compliance with Resolution No. 09-899 or adopt Resolution No. 11-968 to cause the Future Land Use Designation of the 2003 General Plan to revert from Commercial to Medium Density Residential 2 acres or less. The Minor General Plan Amendment previously approved by Resolution No. 09-899 was for approximately 39 acres and was done within the context of an approximately 170-acre Planned Area Development (PAD) for JC Ranch Retirement Community, which includes Assessor's Parcel Numbers 306-05-030R, 306-05-030U and 306-05-030V; and is generally located on the northwest corner of W. Road 4 North and N. Road 1 West, and includes the Windmill House events facility which is located at 1460 W. Road 4 North.

Recommended Action:

- (i) Take administrative action to extend, remove, or determine compliance with Resolution No. 09-899; or
- (ii) Adopt Resolution No. 11-968 to cause the Future Land Use Designation of the 2003 General Plan to revert from Commercial to Medium Density Residential 2 acres or less.

- 10c)** MGPA 11-001: PUBLIC HEARING, followed by consideration and possible action to adopt Resolution No. 11-969 approving a Minor Amendment to the 2003 General Plan to change the Future Land Use Designation from Medium Density Residential 2 acres or less to Commercial for an approximately 28-acre portion of Assessor's Parcel Number 306-05-030V, located at 1460 W. Road 4 North, which currently includes the Windmill House events facility.

Recommended Action:

- (i) Uphold the Commission's recommendation to deny the request [upon which, the applicant requests that Council consider the CUP under item 10e], or
- (ii) Overturn the Commission's recommendation, grant the Minor Amendment, and adopt Resolution No. 11-969 with the Findings and Stipulation therein.

- 10d)** ZC 11-003: PUBLIC HEARING, followed by consideration and possible action to adopt Ordinance No. 11-753 for a Zone Change from "AR-5" Agricultural Residential 5 Acre Minimum to "CL" Commercial Light for an approximately 28-acre portion of Assessor's Parcel Number 306-05-030V, located at 1460 W. Road 4 North, which currently includes the Windmill House events facility.

Recommended Action:

- (i) Uphold the Commission's recommendation to deny the request [upon which, the applicant requests that Council consider the CUP under item #e], or
- (ii) Overturn the Commission's recommendation, grant the zone change, and adopt Ordinance No. 11-753 with the Findings and Conditions therein.

- 10e)** CUP 11-002: PUBLIC HEARING, followed by consideration and possible action to adopt Ordinance No. 11-754 approving a Conditional Use Permit (CUP) to continue operation of the Windmill House Events Facility and its present uses in the "AR-5" Agricultural Residential 5 Acre Minimum zoning district for an approximately 28-acre portion of Assessor's Parcel Number 306-05-030V, located at 1460 W. Road 4 North which currently includes the Windmill House events facility.

Recommended Action:

- (i) Uphold the Commission's recommendation, grant the CUP, and adopt Ordinance No. 11-754, Option A or B with the Findings and Conditions indicated therein; or
- (ii) Overturn the Commission's recommendation and deny the request.

- 11)** Consideration and possible action to authorize staff to proceed with necessary repairs to the Town of Chino Valley Aquatic Facility in the amount not to exceed \$64,510. Funds

to come from General Fund Contingencies. (Ron Gritman, Town Engineer/Public Works Director)

Recommended Action:

- (i) Authorize staff to proceed with seeking bids for the repair of the Town of Chino Valley Aquatic Facility in an amount not to exceed \$64,510; or
- (ii) To be determined per Council Discussion.

- 12)** Consideration and possible action to approve the Financial Report for three months ending September 30, 2011 for Fiscal Year 2011/2012. (Vera Smith, Finance Director)

Recommended Action: Approve the Financial Report for three months ending September 30, 2011 for Fiscal Year 2011/2012

- 13)** Consideration and possible action to hire an Acting Town Manager to provide oversight for the Town's Development Services Department. (Chris Marley, Mayor)

Recommended Action: To be determined per Council discussion.

EXECUTIVE SESSION

Council may vote to go into executive session, which will not be open to the public, for legal advice and discussion with the Town's attorneys on any of the above agenda items pursuant to A.R.S. § 38-431.03(A)(3).

- 14)** Council may vote to hold an executive session pursuant to A.R.S. §38-431.03(A)(4) to obtain legal advice from its attorneys and to consider its position and instruct its attorneys, or other designated representatives, regarding the model city tax code as it relates to pipeline tax matters. (Michael Scannell, Town Manager)

15) ADJOURNMENT

Dated this 7th day of November, 2011.

By: *Jami C. Lewis, Town Clerk*

The Town of Chino Valley endeavors to make all public meetings accessible to persons with disabilities. Please call 636-2646 (voice) or 636-1787 (TDD) 48 hours prior to the meeting to request a reasonable accommodation to participate in this meeting. Supporting documentation and staff reports furnished to the Council with this agenda are available for review on the Town website at <http://www.chinoaz.net/clerk/townagenda.shtml>, and in the Public Library and Town Clerk's Office.

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of this notice was duly posted at Chino Valley Town Hall, Chino Valley Post Office, and Chino Valley Aquatic Center in accordance with the statement filed by the Town Council with the Town Clerk.

Date: _____ Time: _____ By: _____
Jami C. Lewis, Town Clerk

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TOWN OF CHINO VALLEY COUNCIL AGENDA ITEM STAFF REPORT

Item No. 9.1
☒ Regular Meeting ☐ Special Meeting ☐ Other _____
MEETING DATE: November 8, 2011 TIME: 6:00 p.m.SUBMITTING DEPARTMENT: MayorCONTACT PERSON: Chris Marley PHONE: 636-2646

☐ Presentation Only	☐ Report Only	☐ Consent	Estimated Length of Staff Presentation: _____ min.
☐ Action-Presentation	☒ Action	☐ Executive	

ITEM LOCATION:

PROPOSED AGENDA ITEM:

Discussion and possible action to authorize Town officials to enter into a Participation Agreement with the "Today in America" show for a five (5) minute segment on the Town of Chino Valley; and authorize an expenditure of a \$19,800 scheduling fee.

FISCAL IMPACT? Yes If Yes, Budget Code: TBD Available: \$**FUNDING:**To be determined.

TYPE OF DOCUMENT(S) FOR CONSIDERATION:

SITUATION AND ANALYSIS:

Mayor Marley was contacted by Tony Ferraro, Associate Producer, of the "Today in America" show, informing him that they were considering the Town of Chino Valley for a five (5) minute segment on topics, trends and issues related to "Best Hidden Gem Places for Live, Work, Visit and Play in the 21st Century" in their "Discover America" series.



TOWN OF CHINO VALLEY COUNCIL AGENDA ITEM STAFF REPORT

Item No. 9.1

The segment would air one (1) time nationally on FOX Business Network, and nineteen (19) times regionally CNN Headline News through regional cable operators and/or Regional News Networks or ION Broadcast Stations in many of the top 100 markets nationwide based on viewer demographics, interests and the distribution checklist. Today in America has no direct affiliation with the networks on which it airs.

To learn more about the program and view the production materials (some of which are attached), visit <http://todayinamericatv.com/ApQt/e-package/>.

This has potential to be a good thing, but there are three major drawbacks:

- #1–They require a scheduling fee from the town of \$19,800;
- #2–The segment will be shot in January/February (when Chino is not at its best);
- #3–They need an answer by Wednesday, November 9.

RECOMMENDED MOTION:

To be determined per Council discussion.

ATTACHMENTS:

Production materials about the “Today In America” show and participation guidelines

PERTINENT DOCUMENTS AVAILABLE UPON REQUEST:**SIGNATURES OF SUBMITTING AND/OR AFFECTED OFFICERS:**

_____ Author	<u>Jami C. Lewis</u> Department Head	<u>Vera J. Smith</u> Finance
_____ Other:	_____ Other:	<u>Sharon Sargent-Flack</u> Legal
_____ Other:	_____ Other:	<u>Michael K. Scannell</u> Town Manager/Designee

Production Materials

In the age of shock television and outrageous reality shows, Today in America stands apart from this fad and plunges into the heart of mainstream America. Today in America was the brainchild of Producers who always hoped to create exceptional stories on unique individuals and businesses. Created exclusively for Terry Bradshaw to host, Today in America appeals to a broad audience. It captures the era of the changing economic times and digs into the knowledge and passion of each of its Featured Guests. The show's writers specialize in crafting immersive stories. "Viewers will be excited to see that we've gone beyond the typical news stories. From the moment we launched the series, we knew that we were telling stories that would get noticed" said Vice President of Production, Jim Nicholas. "These are stories about experts who have the ability to share first-hand insights with our viewers."

Far from being exclusive to any one field, Today in America successfully blends business news stories, lifestyle features and in-depth interviews with doctors, scientists, inventors, business owners, philanthropists and newsmakers from a variety of industries. Today in America is the first show of its genre hosted by Terry Bradshaw that's geared towards the educated, affluent viewer. Based on viewer feedback, the show has spawned interest, inquiries and practical applications.

Today in America provides an open invitation for all those who wish to tune-in to learn something new. As viewers enjoy the familiar voice of Terry Bradshaw telling each and every story, they should beware. They may not want to stop watching. Even if they're just remotely interested in a certain subject, they'll owe it to themselves to learn something new. In fact, viewers find they are learning the latest information right along with Terry himself! Terry had a chance to reflect on recent segments this past season and shared his thoughts. "I'm learning so much myself! I love how each story is so informative. You literally learn something new with each episode". And that is exactly what Producers want to keep doing. "Viewers can't get any closer than having this inside track" said Executive Producer, Paul Scott. "What they see on our show is what's really happening out there in the business world. It's an armchair seat!"

By covering the best new practices and the overall evolution of so many up-and-coming industries, it's no wonder that the show is thriving. Today in America producers won a combined 21 Telly Awards in 2010/2011. From stories on sustainable business solutions headquartered in Japan, to luxury eco-cruiselines in Alaska, the show is filmed on-location in cities around the world and also filmed and produced at United States Media Television's studios in Coral Springs, Florida. Along with Host Terry Bradshaw, Today in America combines a team of talented producers, writers, editors and broadcast professionals to deliver educational programming that is unparalleled in the industry. Today in America airs during the day on a variety of well-known news networks throughout the United States and Canada.

Introduction

Message from Terry

About the Show

Meet the Host

Nielsen/N-Score

Niche Viewership

Show Objectives

Show Schematic

Preferred Networks

Distribution Checklist

Production Timeline

Editorial Information

Things to Know

Participation Guidelines

Contact

Production Materials

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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 Today in America, 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 Today...in America!

[Introduction](#)

[Message from Terry](#)

[About the Show](#)

[Meet the Host](#)

[Nielsen/N-Score](#)

[Niche Viewership](#)

[Show Objectives](#)

[Show Schematic](#)

[Preferred Networks](#)

[Distribution Checklist](#)

[Production Timeline](#)

[Editorial Information](#)

[Things to Know](#)

[Participation Guidelines](#)

[Contact](#)



Production Materials

Introduction
Message from Terry
About the Show
Meet the Host
Nielsen/N-Score
Niche Viewership
Show Objectives
Show Schematic
Preferred Networks
Distribution Checklist
Production Timeline
Editorial Information
Things to Know
Participation Guidelines
Contact

An educational feature designed to educate business professionals and consumers on topics, trends, and issues related to today's ever-changing business environment. The program's producers invite a variety of associates and industry experts to be featured on the show. Company and industry representatives that are scheduled into the series address a variety of topics ranging from current business best practices, to practical topics such as employee retention, business efficiencies, environmental stewardship, and numerous other topics affecting their respective industries.

Companies and individuals scheduled will be included in promotional efforts for the series including press releases, positive exposure on social media sites such as Facebook, LinkedIn, Twitter, YouTube, and Livestream. All Featured Guests on the show will be given the complete licensing rights to their segment to utilize for any future legal purpose including web-sharing, tradeshow, batch duplications, and multi-language translations for any legal purpose.

Here's how it works for each Featured Guest:

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

1. Participation Agreement - to be signed and authorized by a representative of your company and approved by Executive Producer of Today in America.
2. Editorial Information Form (EIF) - this form is very important as it is the initial input for the Scripting Department to develop the segment outline and initial script. It needs to be filled out completely and returned to us within 2 weeks. Information such as contacts, key benefits, suggested shoot location(s) and on-camera representatives will be covered in this form.
3. Scheduling Fee - will ensure each Featured Guest and product/service exclusivity on the segment and will guarantee your commitment to meet productions schedules and deadlines.
4. Material Requirements - this literature will assist our writers in the writing and promotions of the program. These materials include logos, press kits, current press releases, product literature, published articles, slides and ad transparencies and existing footage, if applicable.

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 “Today in America” Variations in commercial time are estimated to be minimal.

INTRODUCTION OF HALF-HOUR “SPECIAL THEME”

:30

This introduction with Terry Bradshaw informs the viewers on the global business issues that will be discussed on the program. Leaders in designated fields will introduce viewers to the inner working of their area of expertise. They will provide thought-provoking insights that challenge the viewer.

ANIMATED SHOW OPEN

HOST INTRODUCTION

:30

6:00

A stimulating and dynamic open filled with graphics and shots of a variety of individual and corporate settings performing diverse and exciting activities relative to today’s business arena. Host introduction contains information and commentary on the theme and subject matter of the program, select expert(s), their field of expertise and professional credentials, and information about why they were invited to be part of the program.

GUEST HOST INTERVIEWER(S):

COMMERCIAL TIME #1

1:30

PROBLEM-SOLUTION SEGMENT #1 **

5:00-7:00

This segment features the vast experiences and knowledge of some of the leading organizations, manufacturers, and business trendsetters from around the globe. New technologies are discussed that will keep our viewers ahead of their competitors. Thorough explanations are given of the featured guest’s services or products so viewers can apply what they have learned. Interviews with company representatives and end-users are added to illustrate real-life and business applications.

COMMERCIAL TIME #2

1:00

PROBLEM-SOLUTION SEGMENT #2 **

5:00-7:00

This segment focuses on getting the most out of every asset including parts, facilities and workforce. We understand when companies optimize their assets they unlock new opportunities and improve cash flow. Each of these segments will demonstrate how to produce tangible results such as increased uptime, higher productivity, and most important improving the bottom line. 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 **

5:00-7:00

This feature delivers proven, implemented solutions that promise a return on investment. 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 more effectively and faster than they imagined. Interviews with company representatives and end-users are added to illustrate real-life and business applications.

HOST CLOSE

CALL TO ACTION

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.

Introduction

Message from Terry

About the Show

Meet the Host

Nielsen/N-Score

Niche Viewership

Show Objectives

Show Schematic

Preferred Networks

Distribution Checklist

Production Timeline

Editorial Information

Things to Know

Participation Guidelines

Contact



Production Materials

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CNN Headline News

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 Headline 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 nationwide.

FOX Business Network "as Paid Programming"

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'.

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.

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.

Regional News Networks

Regional News Networks Many cities offer viewers a dedicated regional alternative to traditional news programming. Regional News Networks report the latest breaking regional news, keeping their finger on the focus of their respective city or region. For Example: New York's WRNN-TV "New York's Regional News Network" www.rnntv.com, reaching 6+ Million Tri-State Area Households and Offices/Hotels. Audiences consist of a desirable but elusive target – the affluent & educated viewers.

ESPN2

ESPN2 Very popular 24-hour national cable network featuring a variety of professional leagues, professional tours, NCAA sports and championship events - both mainstream and alternative. Original sports programming includes the signature 2Night series; an offshoot of ESPN's signature SportsCenter program, features sport-specific, in-depth coverage with hosts and analysts breaking down the action of the day. (NFL 2Night, NBA 2Night, RPM 2Night, College Hoops 2Night), as well as, Baseball 2Day, the Bottom Line2 (score/news scroll), and live event coverage.

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.

[Introduction](#)[Message from Terry](#)[About the Show](#)[Meet the Host](#)[Nielsen/N-Score](#)[Niche Viewership](#)[Show Objectives](#)[Show Schematic](#)[Preferred Networks](#)[Distribution Checklist](#)[Production Timeline](#)[Editorial Information](#)[Things to Know](#)[Participation Guidelines](#)[Contact](#)

BNN

Canada's only all business network, BNN provides viewers comprehensive real time coverage of global business news from a Canadian perspective. BNN also specializes in company profiles, economic forecasting and analysis, segments on personal finance and regularly covers important corporate announcements as they happen including news conferences, annual meetings and key trade shows.

HGTV

As the leading lifestyle television network, HGTV invites every viewer to imagine, create and enjoy where they live. At HGTV, home is more than a house with four walls and a roof. Home is our communities, workplaces and shared spaces. HGTV's wide variety of programming features expert information, practical advice and human drama, so whether it's decorating, designing, landscaping or buying a house, HGTV tells the stories that start at home!

Food Network

Food Network connects viewers to the power of food with a passion infusing every part of what we do. Viewer's lives are made richer through Food Network's televised cooking and instruction from the world's best chefs, whether it's whipping up a great meal, or learning about the foods we love or the many behind the scenes areas of the Food Industry, Food Network has it covered.

Versus

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.

"Today in America" and its national television show has no direct affiliation with the networks on which it airs. Airtime is purchased through cable providers, networks/stations and/or other media sellers.

The production timetable is an approximate schedule from the initial communication stages up to the airing of the programs. Please keep in mind, shoot dates and airings may vary based on a featured guest's individual requirements.

Initial Contact -Approximately 1-2 weeks prior to approval

Television Production is time sensitive by nature and it is crucial that we determine which organizations will be featured on our show as soon as possible. Once determined, the project will move into pre-production and script development. At this point, both organizations can mutually determine the most conducive time frames for filming and airing of the produced segment.

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 scheduled for the show, *Today in America* will immediately assign a scriptwriting team and begin pre-production, promotions and scheduling.

Material Requirements -Due within 2 weeks

Today in America'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 *Today in America* will personally contact the featured guest. Typically, tentative decisions on shooting dates and locations are made at this time.

Public Relations -Immediate and ongoing

Today in America's Public Relations Department will begin promotional efforts immediately to ensure maximum exposure for participants and the series. Our PR department strives to gain a large targeted audience through press releases, online promotional campaigns and business networking sites.

Advertising/Promotions - Immediate and ongoing

A Social Media Campaign is implemented for each program to increase viewership. Additionally, each company will be featured in press releases, articles and various forms of promotional efforts.

Customization of Program

Approximately 6-10 weeks after receiving the completed Editorial Information Form and materials our writing staff will develop a script.

The script will be sent to featured guest for input and to be reviewed for accuracy and final approval. The script outline will consist of interview questions and information that will be included in the program. The scriptwriter 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. *Today in America* 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 *Today in America's* locations in South Florida.

Post-Production - 6-9 weeks after production

Post-production includes, but is not limited to, primary graphics, voice-overs and other forms of editing. With the core of the program already produced, editors and producers will edit the shoot day footage and master it into the program to ensure continuity and customization.

Distribution - Varies accordingly

Today in America's programs air on major cable networks and are distributed to national and regional audiences. The networks are chosen based on their ability to reach a specific target audience and their potential household reach, as well as, the Distribution Checklist. Each *Today in America* segment will also stream a minimum of 300 times on web television via *Today in America's* 24/7 Livestream Channel.

[Introduction](#)

[Message from Terry](#)

[About the Show](#)

[Meet the Host](#)

[Nielsen/N-Score](#)

[Niche Viewership](#)

[Show Objectives](#)

[Show Schematic](#)

[Preferred Networks](#)

[Distribution Checklist](#)

[Production Timeline](#)

[Editorial Information](#)

[Things to Know](#)

[Participation Guidelines](#)

[Contact](#)

Production Materials

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The following participant information form will serve as our Production Staff's 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.

Company Name _____
Project Contact _____ Title _____
Phone _____ Fax _____
Company Address _____
City _____ State _____ Zip _____
E-Mail Address _____
Web Site _____
Date _____

1. Please provide us with some background information on your organization and your industry.
2. What are some of the primary challenges your industry faces?
3. What solutions are you contributing to overcome these challenges?
4. What do you feel is the most important message to convey to educate our viewers?
5. List 5-7 questions and answers that would best illustrate the key points that you would want our viewers to learn.
6. Featured guests often have existing b-roll footage or digital stills of their product or service. If you have additional media that you would also like us to incorporate into your segment, please indicate the format in the space below:
(A) Betacam SP video footage (B) Mini DV footage
(C) Digital camera stills (D) DVD footage
7. Desired location for our cameras to film, and a brief description of the location.
8. Please write the names and titles of the interviewees that will appear on camera (not to exceed 4 interviewees):
9. Where do you believe your industry is heading and what role do you foresee your company playing?

[Introduction](#)[Message from Terry](#)[About the Show](#)[Meet the Host](#)[Nielsen/N-Score](#)[Niche Viewership](#)[Show Objectives](#)[Show Schematic](#)[Preferred Networks](#)[Distribution Checklist](#)[Production Timeline](#)[Editorial Information](#)[Things to Know](#)[Participation Guidelines](#)[Contact](#)

Production and Promotion Parameters?

1. Television exposure both nationally and regionally in selected markets in a half-hour program educating our viewers on selected topics per the Editorial Calendar.
2. Promotions of the show will be included in press releases, web television, an online promotional campaign that will be targeting to industry specific organizations, consumers, and business networking sites.
3. A broadcast quality copy of the full segment with the show open and close to which the guest owns 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. The main purpose for granting the licensing rights to the final edited segment is to provide the ability to educate and cross promote the series in a variety of ways.

How did you find 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 "Today in America" secure network airtime?

We purchase airtime through a nationally recognized media buyer who secures our timeslots weeks in advance. Today in America secures these slots from the cable providers, networks and/or other media sellers in many of the top markets around the country. Today in America and its programs have no direct affiliation with the networks on which they air.

Outside of the Scheduling fee, does the Guest incur any additional cost?

No, the scheduling fee is the only financial responsibility of the Guest.

When will I receive a copy of the segment?

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 a Production Coordinator will assist you with the following items:

1. Processing the Participation Agreement.
2. Preliminary scheduling.
3. Completion of Editorial Information Form.
4. Providing Production Company with appropriate information such as footage, stills, literature. (if applicable).
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.
9. Provide end-user for third party interview (if available), company spokesperson(s) for shooting.

Today in America...

"Today in America" takes a creative approach in educational 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...

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

[Introduction](#)[Message from Terry](#)[About the Show](#)[Meet the Host](#)[Nielsen/N-Score](#)[Niche Viewership](#)[Show Objectives](#)[Show Schematic](#)[Preferred Networks](#)[Distribution Checklist](#)[Production Timeline](#)[Editorial Information](#)[Things to Know](#)[Participation Guidelines](#)[Contact](#)

Public relations and advertising join forces at "Today in America". 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 Today in America multimedia 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 forwarded to subscribing newspapers and magazines. We will also utilize social media and online press releases targeting industry specific organizations, consumer and business networking sites.

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These are the basic guidelines for participation.

Today in America (PRODUCTION COMPANY):

1. PRODUCTION COMPANY will provide a complete licensed and insured production and scriptwriting team (field production, graphics, music, voice-over's, program editing, set design and lighting) to complete all necessary taping for completed feature for PARTICIPANT.
2. PRODUCTION COMPANY will provide PARTICIPANT with a copy of its feature, including an open and close, to which PARTICIPANT will own complete licensing rights and may use for any legal purpose.
3. This feature will air nationally and regionally in targeted DMA markets as indicated on the distribution checklist. (See preferred network list for exact national networks.)
4. PRODUCTION COMPANY will include the featured guest in conjunction with the promotions of the series in any available editorial articles, as well as, press releases distributed to relevant industry organizations targeting consumer and business networking sites.

Featured Guest (PARTICIPANT):

1. PARTICIPANT will provide input into the scripting by filling out a PARTICIPANT questionnaire, reviewing and signing off on feature outline for accuracy, filling out and approving production schedules and providing literature as well as background information. PARTICIPANT is required to sign off and approve script and final edited segment before going to network.
2. PARTICIPANT will ship sample product/service literature including input for editorial articles, press release, names and contact information of any relevant industry associations or organizations that might have an interest in the show's topic and subject matter.
3. PARTICIPANT understands that the PRODUCTION COMPANY will immediately begin work on certain aspects of the PARTICIPANT'S feature and delegate personnel in association with the development, promotion, scheduling, pre-production and production upon PARTICIPANT'S signing of the Participation Agreement and approval by Today in America's Executive Team.
4. PARTICIPANT, if appropriate, will provide end user for third party interview (if available), company spokesperson, talent and products for shooting.

PARTICIPANT acknowledges that they will provide the questionnaire and literature in a timely manner.

Today in America and its programs have no direct affiliation with the networks on which they air. Today in America purchases the time through cable providers, networks and/or other media seller.

[Introduction](#)[Message from Terry](#)[About the Show](#)[Meet the Host](#)[Nielsen/N-Score](#)[Niche Viewership](#)[Show Objectives](#)[Show Schematic](#)[Preferred Networks](#)[Distribution Checklist](#)[Production Timeline](#)[Editorial Information](#)[Things to Know](#)[Participation Guidelines](#)[Contact](#)