

:30 PROMO - "WE BUILT THIS CITY" – DISCOVERY CHANNEL

VIDEO	AUDIO
<p>Open on iconic, beauty shots of NYC, London and Paris</p> <p>Cut to EFX of a famous skyline or landmark being pushed into an MRI cylinder</p> <p>Cut to graphic of dusty books piled high or vintage b&w film of someone studying</p> <p>Cut to visual (TBD) of a time-lapsed cityscape going down instead of going up</p> <p>Cut to London fire visual; cut to drawings of old time London sewage system and/or manhole cover with Union Jack on it</p> <p>Cut to Paris beauty shots; cut to Paris Metro footage (TBD) with EFX graphic of sign on front of subway car reading: "Le Next Stop: Nowhere"</p> <p>Cut to overview of Central Park (TBD) with on-screen marks and scribbles all over it</p> <p>Cut to closing EFX of postcards with graphics of the different cities rising from nothing to famous skylines (source footage TBD)</p>	<p><u>MUSIC:</u> ("We Built This City" by Jefferson Starship)</p> <p>GREAT CITIES AREN'T BORN... THEY'RE MADE. BUT EXACTLY <i>HOW</i> ARE THEY MADE?</p> <p>YOU COULD TAKE A GIANT M.R.I...</p> <p>SFX: (<u>obnoxious pinging noise inside an MRI</u>)</p> <p>...OR PLOW THROUGH MOSSY HISTORY BOOKS.</p> <p>SFX: (<u>person sneezing or snoring due to dusty books</u>)</p> <p>INSTEAD... WATCH THE ULTIMATE <i>DE</i>-CONSTRUCTION PROJECT!</p> <p>TAKE LONDON. YOU PROBABLY KNEW A BIG FIRE DESTROYED IT, BUT DID YOU KNOW A SEWAGE SYSTEM SAVED IT?</p> <p>SFX: (<u>toilet flushing, crossfades to Parisian music</u>)</p> <p>PARIS MAY BE FAMOUS FOR STINKY CHEESE AND CROISSANTS, BUT WHERE WOULD IT BE WITHOUT ITS SUBWAY SYSTEM?</p> <p>SFX: (<u>subway sfx crossfades to scribbling sfx</u>)</p> <p>...AND WAIT'LL YOU SEE HOW NEW YORK WOULD'VE LOOKED IF SOMEBODY <i>ELSE</i> DESIGNED CENTRAL PARK!</p> <p>SFX: (<u>man with NY accent says, "Fugeddaboutit"</u>)</p> <p>GO WHERE NO TOURIST HAS EVER GONE BEFORE! EXPLORE LONDON, PARIS AND NEW YORK ... <i>FROM THE GROUND UP</i>. "WE BUILT THIS CITY." ONLY ON THE DISCOVERY CHANNEL.</p>

:30 PROMO - "ANIMAL OLYMPIANS" TEASE – DISCOVERY CHANNEL

VIDEO	AUDIO
<p>Show Olympic rings, then break them apart</p> <p>Show sneakers with red X through them</p> <p>Show mock-up of Wheaties box that seems to crumple up</p> <p>Show mock-up of Disneyland passes that burn up</p>	<p>SFX: (<u>Olympic theme or theme-like music; add slow build of cheering animal audiences under</u>)</p> <p>NEXT YEAR, THE WORLD'S GREATEST ATHLETES WON'T BE IN RIO. THEY WON'T GET SNEAKER DEALS. THEY WON'T MAKE THE FRONT OF THE WHEATIES BOX. AND NOT ONE OF 'EM IS GOING TO DISNEYLAND.</p> <p>SFX: (<u>crowd noise builds in excitement, mixed with the sounds of stampeding animals</u>)</p>
<p>Either go back to type on screen; or use out of focus video of the animals competing so you can't tell who/what they are</p>	<p>BUT WHEN REAL SCIENCE MEETS REALISTIC ANIMATION... THE FASTEST...STRONGEST...MOST UNTAMED ATHLETES ON EARTH WILL COMPETE AGAINST EACH OTHER ...<i>FOR THE VERY FIRST TIME!</i></p>
<p>Slam cuts reveal cool animal showdowns</p>	<p>SCALED TO SIZE. HEAD TO HEAD. READY TO RUMBLE.</p> <p>SFX: (<u>animals from John Downer video</u>)</p>
<p>Cut to closing grfx with tune-in</p>	<p>"ANIMAL OLYMPIANS." THE FUR IS GONNA FLY. ONLY ON THE DISCOVERY CHANNEL.</p>



Entertainment GROUP

AT&T/DirectTV - Board of Directors Video – Summer 2016

Section	Narration
Evolving Consumer Behaviors	<p>Every day, the <i>evolution</i> of technology puts a world of choices in our hands.</p> <p>Fact is, by 2020, the average American will own roughly 10 devices...powerful tools that entertain, inform and engage us.</p> <p>Yet millions of hyperconnected customers often say they're overwhelmed by too many choices.</p> <p>That's why at AT&T, we're about to unleash a <i>revolution</i> in the way we do business.</p>
Role of Integrated Services	<p>Customers want integrated services that simplify the number of relationships they have to manage...yet deliver differentiated experiences they just can't get from a standalone provider.</p> <p>For customers, it means purchasing bundled services.</p> <p>For AT&T, it means higher Net Promoter Scores and lower churn.</p>
Products: Optimize Legacy; Pivot to New	<p>While we can build new products with customer desires in mind, shifting traditional products to this new paradigm requires more than just vision.</p> <p>It requires investment.</p>
\$1B Investment	<p>That's why we're investing \$1 billion to satisfy five key customer demands - with services that are Simple, Personalized, Seamless, Secure and Ultra-Fast.</p> <p>SIMPLE: Customers like to keep things simple, so we'll promote bundled experiences, rather than standalone products. By focusing on integrated, flat-price bundles, we'll streamline offers by giving customers a single, clear bill that includes all prices, products and fees. No hidden fees, no surprises. Everyday simple pricing that's easy to understand. Plus: we'll streamline payment options, late-fee timing, bill-cycle changes and more!</p>

PERSONALIZED:

Currently, customers can only resolve sales, billing or support issues through a limited set of channels. That's frustrating for them - and inefficient for our operations. But soon, we'll expand those capabilities so we can meet customer needs through a variety of channels.

What's more, by expanding our active decision engine, we'll develop offer and retention strategies based on our customers' own attributes...and boost customer commitment to our brand through our new loyalty program.

The result? Personalized service - and satisfied customers.

SEAMLESS:

We'll simplify the agent-customer experience by reducing the number of options now used to sell, bill and support customers.

Then, we'll reduce the number of tools agents use - and simplify billing - by removing several of the systems required to support and sell products across the channels.

Finally, we'll move to a single website for sales, billing and support, as well as a single IVR platform across the consumer base. That way, customers will enjoy seamless interactions with no compromise in quality.

SECURE:

For AT&T and our customers alike, security isn't everything. It's the only thing. So we'll continue to lead the industry by making security the #1 priority of every product we build and every service we deliver.

ULTRAFAST:

Customers demand speed - in their technology and in their tech support. So we'll invest in new digital diagnostics that can pinpoint problems and provide fixes when service issues arise; in-home trouble-shooting that will reduce - or even eliminate - the need to use call-in centers.

On July 29th, be there as we unveil a game-changing shift to software-delivered products that will bring the ideal customer experience to life!

Because in a world of "too many" options, there's still really only one choice: AT&T.

LIMELIGHT NEWSPAPER DEALS

Portsmouth Herald

Client: COLLEGE BAKERY

Body:

Next to a little blue box from Tiffany's, nothing makes a woman's heart flutter like a pink bakery box. Get ready to lift the lid on a world of mouthwatering treats. Danish and donuts that make boring meetings worth sitting through. Fresh breads that turn ho-hum weeknight dinners into bistro-worthy events. And seriously, if cake is ever wrong, we don't want to be right.

Today's sweet deal lets you savor a sugar rush at half price! Spend just \$5 and you'll score a pink box packed with \$10 worth of yummy baked goods. At that price, you can be a hero at work or home – *and* grab yourself a cookie for the commute!

Trust your taste buds to the European-style bakery that's been serving up smiles for 30 years. Whether you're celebrating a birthday, wedding, graduation, team championship or baby shower, College Bakery creates eye-popping edible artwork. In addition to everyone's favorite cake flavors, we produce crowd-pleasing delights, like marble cheesecake tarts and tiramisu; toppings featuring fruit, chocolate ganache and pink champagne; and delectable items you can enjoy for breakfast, lunch or dinner.

Client: RON'S ALL-SEASONS PEST CONTROL

Body:

Psssst. You've got a new roommate. He moved in last night while you were sleeping. Unlike your last roomie, he isn't running up your cable bill or eating your food (remember that moochy slacker who swiped the moo goo gai pan you were saving for lunch?). Nope, this invader is silently destroying your biggest investment...not to mention grossing you out once you discover him and his little bug "buds."

Today's deal will exterminate crawling insects at 50% off the usual price! (Termites not included). Don't try offing these nasty buggers yourself – spend \$49 and leave it to the pros who know what they're doing...because they do it better than anyone in town.

So why lose sleep when pests set up house under your roof? Just call in Ron's All-Season Pest Control. They're ready to come to your rescue with a half-off chemical intervention that will kick those creepy crawlers to the curb. For a limited time only, you can show bugs who's really the boss. When Ron's team is on the job, if it crawls, it's history.

:60 Radio
Rehabilitation Hospital of the Cape and Islands
"Jim's Story"

JIM: "After my stroke, I couldn't walk or stand (edit)...I was scared to death." (9:18-22, Tape 4)

ANNCR: **Stroke survivor Jim Graham talks about the difference between *other* rehab facilities and RHCI, the Rehabilitation Hospital of the Cape and Islands.**

JIM: "I felt like I was their only patient." (9:25-28, Tape 4)

ANNCR: **RHCI occupational therapist Liz Peterson helped Jim...every step of the way.**

LIZ: "Jim received 3 hours of intensive therapies every day." (8:30-33, Tape 2)

JIM: "They would challenge me (edit)...to excel." (9:33, Tape 2 – tighten his bite to :03 total)

SFX: (*ambient sound of therapy session under anncr. copy below*)
(7:11-30...any section of that from Tape 1...but only if there's time)

ANNCR: **A member of Partners HealthCare, RHCI is a hospital dedicated solely to rehabilitation...serving the Cape, Islands, South Shore and South Coast.**

LIZ: "With the cutting-edge technology we have here, it really helps our patients get their lives back." (9:11-16, Tape 3)

JIM: "(edit out 'But')...they also have the best staff I've ever seen." (9:53-56, Tape 4)

ANNCR: **Unsurpassed technology. Unmatched care...with physicians on site 24/7. *That's* the RHCI difference...and it could make all the difference in *your* recovery from illness, injury or surgery.**

Jim: "They all care. They *care* about what they do." (5:30-33, Tape 4)

ANNCR: **To learn more, visit us at [rhci dot org](http://rhci.org). Or call (508) 833-4000.**

:30 DIE HARD 2
FX NETWORK

GRAPHIC: Open with "FX Network Premiere" logo, dissolve to...

Bruce: "Yipeee-ki-yay, you motherf***er..." (@ 1:50:04-07)

SO YOU WANNA BE AN ACTION HERO...

*(cut to shots of Bruce battling bad guy on wing of plane @ 01:46:46
OR Bruce rolling over, firing gun @ 46:07 or 46:14)*

ON JANUARY 11TH,

BRUCE WILLIS PRESENTS A MASTER CLASS...

(cut to CU shot of Bruce @ 01:21:36 and more action shots @ 44:00-46:00)

Bruce: "Somebody's about to seriously f*** with this airport." (@ 31:31-35)

...IN KICKIN' ASS...

(cut to shot of bad guys pulling on ski masks @ 01:25:46)

Bruce: "What do you need, a slide rule to figure this out?" (@ 31:59-32:02)

(cut to shot of airplane nearly running over Bruce on runway @ 01:14:40)

...THE "HARD" WAY!

(over shots of Bruce battling @ 13:02, 42:10, 44:09, 56:40, etc)

"DIE HARD 2"

(cut to title graphic, then bite and scene that follows...)

Bruce: "It's okay. I've done this before." (@ 38:48-51)

(cut to shot of him ejecting @ 01:18:12)

AN FX NETWORK PREMIERE

(cut to closing graphics with title, tune-in)

TUESDAY/TONIGHT AT (TIME)

ONLY ON FX.

TWENTIETH TELEVISION
"BONES" SYNDICATION LAUNCH
:30 PROMO

Open on shot of slackjawed guy facing TV screen, mindlessly pressing the remote from station to station.

DEAD TIRED OF THE USUAL WEEKEND TV SHOWS?

As slackjawed guy channel surfs, we see light from TV reflecting off his face and audio under:

Golf anncr (whispering): "He's going for the birdie..."

Shopping network shill: "Genuine cubic zirconia..."

Reality bite: "Get back here, Bunny Hoo Hoo!"

WOULDN'T YOU RATHER...

Slam cut to action montage and fast-paced music...highlight sexy action

...JUMP THEIR "BONES"?

Series of sexy bites from the crew TBD

THE PRIMETIME HIT...IS NOW PULLING A WEEKEND SHIFT.

Bites TBD and include footage of the cast "dancing" with the skeleton X-rays

**BRING YOUR WEEKEND BACK FROM THE DEAD.
HANG WITH THE SKELETON CREW FROM "BONES"!**

Local tag

Sell Sheet
Sony Pictures Television

SUPREME COURT PROGRAMMING BLOCK

In 2000, Sony Pictures Television introduced JUDGE HATCHETT and the verdict was unanimous: millions responded to her warmth, compassion and innovative approach. As the Associated Press put it, "The key to JUDGE HATCHETT is its creative sentencing, which takes the defendant (and the viewer) beyond the courtroom for real life lessons."

In 2006, JUDGE MARIA LOPEZ's fiery, outspoken personality brought a fresh perspective to the bench. As the first Latina judge appointed to the Massachusetts Superior Court, Lopez was a maverick. She brought that passion for justice to her series, winning over defendants and viewers alike with her take-no-prisoners candor.

This fall, JUDGE DAVID YOUNG brings 15 years of experience, a razor-sharp wit and a tell-it-like-it-is attitude to Sony's newest daytime hit. Tough yet empathetic, this son of one of the country's most prominent lawyers has been a judge in Miami-Dade County since 1993. When it comes to laying down the law or fighting for what's right, he rules.

Now, these three pillars of justice are joining forces in one all-new court block. Together, they'll provide three times the power.
Three times the personality.
Three times the impact to your daytime ratings.
Case closed.

America's most dynamic robe warriors.
In television's most compelling daytime block.
Judge Hatchett. Judge Maria Lopez. Judge David Young.
Sony's "Supreme Court."

In session, starting in September.
Exclusively from Sony Pictures Television.

Sell Sheet
National Geographic Channel

HEAD: THE POINT

SUBHEAD: Attention! You have been granted unprecedented access inside the U.S. Military Academy at West Point. Your orders: You will report to the National Geographic Channel every week. Your mission: You will spend a year on the campus, behind the scenes and in the life of tomorrow's leaders at *The Point*.

BODY COPY: This exclusive new series takes National Geographic Channel viewers into the hearts and minds of 10 cadets at one of our nation's most prestigious institutions – West Point. You'll get to know five freshmen and five upperclassmen who have chosen a military career at a time when American forces face extreme dangers around the globe. How will they cope with the pressures and the challenges? See for yourself as you step inside their world. Take a seat in their classrooms. Share their moments of crisis. And experience life at *The Point* through their eyes. Over the course of one year, you'll watch them grow from idealistic teenagers to dedicated young adults whose promise and future are indelibly shaped by *The Point*.

:60 Radio - WOODSVILLE GUARANTY SAVINGS BANK

The client wanted to use their existing “Top Dog” branding in a radio spot.

“Q&A”

MUSIC: (“Balance Everything” theme under)

ANNCR: Hey! What are *you* looking for in a bank? Free checking?

(SFX: Bark!)

...or complex “financial products” created by MBAs from an international “bankalopolis”?

(SFX: Grrrrr of a dog growling)

Local-decision mortgages made by someone who'll look you in the eye?

(SFX: Bark! Bark!)

...or mortgage decisions made by a guy with a bad comb-over, sitting in a cubicle in Toledo?

(SFX: Grrrrrr)

Mobile banking and mobile deposits?

(SFX: Bark! Bark! Bark!)

...or a smartphone app that has more bells and whistles than a fleet of fire engines?

(SFX: Grrrrr)

Yeah, we thought so. That's why at Woodsville Guaranty Savings Bank, keeping it simple is what we're all about.

We're like the Golden Retriever of banks: easygoing, loyal, friendly!

We've been the bank you trust for 125 years – and the only thing we're merging with are your dreams. So bank with the top dog.

(SFX: Bark! to punctuate)

WGSB.

**Where Great Savings Begins. Visit Balance Everything Now Dot Com for details.
Member FDIC.**

SHORT FEATURES: *THE EXORCIST, A HARD DAY'S NIGHT*

THE EXORCIST REVISITED

Back in 1973, the manager of the United Artists Cinema 150 in Oakbrook, Illinois had a problem. Sticky floors? Popcorn in the cracks of seats? Nah. As Frank Kenyon bluntly put it, “My janitors are going bananas wiping up the vomit.” What kind of movie could be so terrifying it actually made moviegoers hurl? *The Exorcist*, of course.

Fainting. Screaming. Blowing lunch. It was all par for the course when the flick was first unleashed. Based on William Peter Blatty's best-selling novel of the same name – which was itself drawn from an actual exorcism reported in 1949 – the must-see film has grossed \$441 million and earned 10 Academy Award® nods, winning two (for its pulse-pounding soundtrack and screenplay).

Although Ellen Burstyn and Max von Sydow were the “name” actors on the pic, the real star to emerge from the production was teenager Linda Blair. Tapped from over 600 actresses who auditioned, Blair played Regan, whose demonic possession drives the story. Her swiveling, pea-soup-spewing head sealed her place in the gore lore Hall of Fame, and copped her a Golden Globe® as the Best Supporting Actress of the year.

In 2000, a newly restored, six-track surround sound version of *The Exorcist* with 12 minutes of previously snipped scenes, opened in theaters nationwide. It was an event that the film's Oscar®-winning director William Friedkin (*The French Connection*) anticipated with relish.

“This is the version [writer] Bill Blatty always believed in, and it's taken me decades to see why and finally agree with him,” Friedkin noted at the time. “The restored footage not only deepens the spiritual foundation of the film, but adds some truly terrifying moments, as well.”

The mostly hotly awaited “lost scene” was the chilling Spider Walk, featured in the book and screenplay, but originally trimmed from the finished film. Recalls special effects ace Marcel Vercoutere, “According to the script, Regan was supposed to be at the top of the stairs, where she would turn over, like a crab, and walk down the stairs upside down, with her arms moving about like a spider...then run into the foyer, chasing after Sharon (Kitty Winn) and Chris (Burstyn).”

Regan's voice, which was dubbed by Academy Award® winner Mercedes McCambridge (*All the King's Men*), is heard in all its digitally remastered glory, along with composer Mike Oldfield's Grammy®-winning “Tubular Bells” track.

Critics called *The Exorcist* “shattering” and “awe-inspiring” when it was released in 1973. Now, future generations of fans can experience the granddaddy of horror blockbusters like never before. (Vomit bags sold separately.)

THE BRITISH INVASION RETURNS

To a nation still grieving the assassination of JFK just three months earlier, the “British Invasion” of The Beatles in 1964 was nothing short of a sensation.

Their February appearance on *The Ed Sullivan Show* attracted 70 million viewers (not to mention the screaming, crying members of the live audience). Their witty, self-deprecating press conferences were a breath of fresh air, allowing Americans to laugh again after Dallas. And their remarkable string of chart-topping hits instantly established them as one of the greatest acts in pop history.

Everything about “The Fab Four” was new and different. From their mop-top hair styles to their apparent inability to take their skyrocketing fame too seriously, John Lennon, Paul McCartney, Ringo Starr and George Harrison were a far cry from the likes of white bread crooners like Pat Boone and Perry Como.

Young. Irreverent. Energetic. Photogenic. The Beatles were ready-made for the big screen. So, six months after their breakthrough gig on *Ed Sullivan*, the foursome debuted in their first movie, *A Hard Day's Night*. Released in August of '64, the story tracks the group over a 36-hour sprint. “Reel” life meets “real” life in the production, which includes shots of teen mobs chasing them, the boys prepping for a live TV gig and of course, tossing off quips at press conferences.

A sample: a reporter asks Lennon, “How did you find America?” and John responds, “Turned left at Greenland.” Another journalist queries Ringo, “Are you a mod or a rocker?” and Ringo replies, “I’m a mocker.”

At the time, *A Hard Day's Night* was a revelation. Director Richard Lester employed hand-held cameras, a “mock-umentary” style and other cinematic devices that hadn't been widely used before, but which everyone from Christopher Guest to The Kardashians have adopted ever since. Lester's ability to combine great songs with a wacky plot created an all-new movie hybrid: the rock 'n' roll musical. (Trivia buffs, look closely: that's a young Phil Collins seated in the crowd at the band's television special).

Twenty years before MTV, the film deftly wove The Beatles' hottest hits into the tale. Among them: the title tune, “Can't Buy Me Love,” “Tell Me Why,” “I'm Happy Just to Dance With You,” “And I Love Her,” “I Should Have Known Better” and “This Boy.” One can surmise that The Monkees tore a page from the group's playbook as well, when they toplined their TV series two years later.

A Hard Day's Night lifted a nation in mourning, and remains a must-see for Beatles' fans of every age.

BRIEF ACTOR PROFILES: SYLVESTER STALLONE, HARRISON FORD

The story of *Rocky* is the story of Sylvester Stallone.

Like the two-bit fighter he created, this Italian Stallion was a struggling actor who needed a big break. Fed up with waiting for it, Sly made it happen by concocting the tale of a boxer who beats the odds – then refusing to sell the coveted script unless he played the lead.

The gamble paid off. Stallone rocketed to stardom. *Rocky* won the Best Picture Oscar®. And a big-screen wannabe became one of the most popular movie idols of the 20th century.

Sylvester Gardenzio Stallone was born in New York City on July 6, 1946 and began his career with small parts in films (*Klute*, *Bananas*). Slowly climbing the show biz food chain, Stallone copped roles on TV shows like *Kojak* and *Police Story*, before gaining notice for his work in *The Lords of Flatbush* (1974), co-starring fellow unknown actor, Henry (Happy Days) Winkler. But when his modest momentum sputtered out, Sly's gutsy gambit with *Rocky* thrust him from the ranks of wannabe to global superstar two years later.

Among Stallone's best-known credits are the *Rocky* sequels and *Rambo* adventures, plus *Tango & Cash*, *The Expendables*, *Cliffhanger*, *Demolition Man*, *Cobra* and *Judge Dredd*. Most recently, Sly's come full circle with *Creed*, in which he plays an aging Rocky Balboa for the seventh time. The performance, which earned Stallone a Golden Globe® and an Oscar® nomination, proves once again that a “million-to-one shot” is always worth taking.

He may not have the drop-dead-gorgeous looks of George Clooney, or the sex appeal of Bradley Cooper. In fact, he kinda looks like the guy who taught Algebra or sold you a term-life policy. But Harrison Ford has quietly achieved something no other male star has managed: he's appeared in more of the screen's top-grossing films than anyone else on earth. From the *Star Wars* flicks to the Indiana Jones four-pack, Ford mines box-office gold, movie after movie.

To think that this iconic superstar was once a discouraged young actor who turned to carpentry work after being dismissed by the movie biz is laughable, but the stuff of Hollywood legend. After dropping out of Ripon College and landing roles on TV series and movies, Ford's career stalled in the early 1970s. Feeling like a has-been who never was at the age of 31, he began building another career as a handyman.

Lucky for Ford, a key role in a sleeper called *American Graffiti* ignited Harrison's career, introduced him to an unknown director named George Lucas, and four years later, *Star Wars* turned them both into household names. Through the Lucas connection, Ford teamed with another motion picture powerhouse, Steven Spielberg on the *Indiana Jones* flicks, and later, box-office lightning struck a third time when Ford was cast in the popular *Patriot Games* thrillers.

Currently riding high as Han Solo in the *Star Wars* franchise's latest entry, Ford is living proof that a regular guy can become a “Force” to be reckoned with at any age.

Background: The Marketing Manager at Viessmann Manufacturing asked me to prepare a media alert during the 2014-15 "polar vortex" to help drive exposure for the company. Here is what I provided:



VISSMANN MANUFACTURING CO. (U.S.) INC.
PRESENTS THE FACTS
AND A TURNKEY NEWS STORY
FOR (CALL LETTERS OF TARGET STATION)

BIG CHILL HITS ALL 50 STATES

190 MILLION AMERICANS AFFECTED

"POLAR VORTEX" RESPONSIBLE FOR MORE THAN 20 DEATHS

***TEMPS IN PARTS OF THE MIDWEST AND EAST ARE COLDER THAN
ANTARCTICA***

It's the story that's got America talking.

Nobody thinks about their heating system – until it's gone.

Now, your station can take the lead in reporting this once-in-a-generation story that affects every viewer.

Here are the facts from *New York Times* and *Associated Press* reports:

Nationwide deep freeze shatters century-old records and sets new ones in places like North Carolina and Virginia, which earlier this week registered -40 below with wind chill factored in. Even Northeast cities like New York saw records set in 1896 crushed by this week's 4-degree readings in Central Park. Public fountains are stilled and ice-covered in Georgia, school bus doors frozen open in South Carolina, oranges covered in icicles in Florida. Unprecedented low temps virtually everywhere.

- More than 11,000 flights have been cancelled due to the crisis.
- Countless schools closed, recesses have been cancelled, thousands of students idled.
- Homeless shelters from North to South swell with extra visitors.
- Power failures are reported from the Mid-Atlantic to Mobile, Alabama.
- Rolling blackouts are in force to manage heightened demand in Southern states not accustomed to plunging temps.
- Natural gas and electricity rates spike, due to increased usage.

LET VIESSMANN MANUFACTURING, THE WORLD'S LEADING PROVIDER OF HEATING SYSTEMS, DELIVER WHAT YOU NEED FOR AN ON-AIR AND ONLINE STORY ABOUT THE CURRENT CRISIS.

Viessmann Marketing Manager Lee Gustafson (401.378.0590) can provide:

RELEVANT CONTENT

- Exclusive interviews with local contractors about heating system issues faced by homeowners, landlords and business tenants – in other words, all of your viewers.
- Useful tips viewers can use for keeping their home heating systems working properly during the crisis.
- Important clues viewers can use to detect problems before they start.
- Action plans: what viewers should do if they suspect problems...and what they shouldn't do (e.g. use dangerous heat sources like kerosene heaters inside the home).
- “Insider” background information on how heating systems work, what happens during a crisis, how power grids are affected, and more, to help viewers move beyond the headlines and understand the full scope of the situation.

FREE FOOTAGE/GRAPHICS

- Extensive b-roll of Viessmann heating equipment and cutting-edge systems.
- Professional stock photography of various heating systems (to illustrate online copy).
- Lee is available to do on-camera interviews or set up interviews with Viessmann executives, who are literally the world's leading experts in heating issues, and who can provide expert analysis for your viewers.