



## *Agenda Commentary*

**Item Title/ Subject:** Consider Agreement to participate in the TV program "Today in America" with Terry Bradshaw

**Staff Source:** City Manager, Steve Hewitt

**Date:** Feb. 21, 2012

### **History/Background Information:**

The City has been approached by the TV show "Today in America" with Terry Bradshaw (ex NFL Pittsburg Steeler Football QB and FOX NFL analyst) to do a piece regarding Clinton. The show looks at unique areas of the Country that are exceptional stories. I have interviewed with producers twice regarding our community. Our growing strong local economy, diverse community, and progressive projects (Fire Station, PD, Acme, new Water Park, new Housing Plat, Rt. 66 Museum, Oil & Gas industry, schools, etc.) were popular story lines.

### **Item/Subject Summary:**

The show is a 5 minute piece that will run on various channels including Fox Business and many other channels. There is a financial commitment that the City must make. These are unique opportunities in tourism and marketing for our community. This piece would be something we could continue to use to recruit more business and growth over the next couple of years (something that sets us apart from other western Oklahoma cities). This is a very creditable and professional outlet for the City to use as an Economic Development/ Marketing tool.

**Price/Cost:** \$19,800 (fund through our Economic Development Fund)

### **Recommendation:**

Staff recommends the agreement/opportunity. I have experience with media outlets similar to this show. This is a tool that can be broadcasted for years that the City can use in conjunction with the Chamber to promote our community. Clinton has some unique and positive things happening. These are elements that a CVB or Tourism committee would suggest. In absence of those groups, as City Manager I would suggest that we support this. This will benefit the entire community.

(Pending approval, I will have the City Attorney review the agreement and terms)

## PARTICIPATION AGREEMENT

Date: February 14, 2012  
Participant: **City of Clinton, OK**  
Market: National (*See Distribution Checklist*)  
Show: **Today in America with Terry Bradshaw**

Project No: TIAAn-95280n/jm  
Authorized by: Steve Hewitt  
Associate Producer: Neil Leonard  
Feature: 5 minute feature

### Today in America ("PRODUCTION COMPANY"):

- 1) PRODUCTION COMPANY will provide a complete licensed and insured production and scriptwriting team (field production, graphics, music, voice-overs, program editing, set design and lighting) for domestic taping and completion of feature for PARTICIPANT.
- 2) PRODUCTION COMPANY will provide PARTICIPANT with a copy of its segment, and hereby grants the PARTICIPANT complete licensing rights for legal and marketing/promotional purposes.
- 3) This feature will be used on the *Today in America* show airing one (1) time nationally on FOX Business Network or Discovery Channel, and 19 times regionally through a combination of Regional News Networks and/or ION Broadcast Stations in up to 15 markets as indicated on the distribution checklist. All airings to occur 6:00 a.m. to 11:00 p.m.
- 4) PRODUCTION COMPANY will include the PARTICIPANT 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.
- 5) Content to include, but not limited to: **educate viewers on the hidden gems to live, work and play; inform viewers as to the quality of life, economic opportunities and bright future the City of Clinton has to offer; discuss the many events and amenities to make it a great lifestyle area; interviews with county representatives, and possible third party interviews.**

### City of Clinton, OK ("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. All press releases must be pre-approved by both parties prior to release.
- 2) PARTICIPANT understands and acknowledges 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 with the goal to have the script developed within thirty to forty-five days upon PARTICIPANT returning the Editorial Information Form.
- 3) \$19,800 USD is the total scheduling fee. PARTICIPANT will incur no additional cost relating to the parameters of this agreement.
- 4) PARTICIPANT acknowledges and agrees to pay the total scheduling fee as follows: 1/2 due thirty days from agreement execution, and 1/2 due sixty days from agreement execution.
- 5) PARTICIPANT, if appropriate, will provide end user for testimonial, company spokesperson, talent and products for shooting.

*The parties agree that Florida law applies and the jurisdiction and venue for any action regarding this agreement shall lie exclusively in the courts of Broward County, Florida. Once both parties authorize this agreement, Participant does irrevocably commit to participate in the television program described above and does further agree to provide the questionnaire and literature in a timely manner. All aspects of the agreement will be completed within twelve months or sooner of agreement execution assuming Participant does not withhold reasonable approvals. As stated, Today in America and its national television show has no direct affiliation with the networks on which they air. Today in America purchases the time through cable providers, networks and/or other media sellers. This agreement contains the full and complete understandings between the parties whether written or oral, pertaining thereto, and cannot be modified except by a written instrument signed by each party hereto.*

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Authorized Representative - Participant

Company /Position/ Print name

Date

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Today in America Representative

CEO of Today in America

Date



## About the Show

### Welcome to Today in America

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.

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