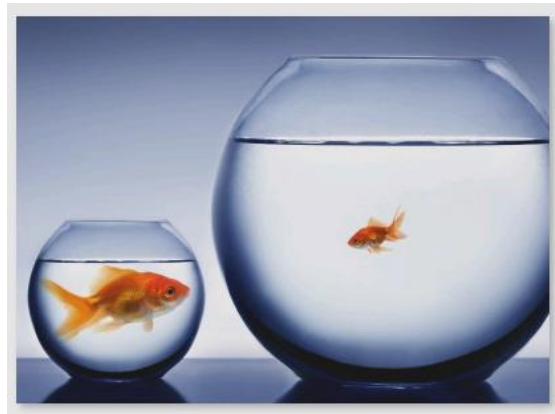


# THE NEW MAKING IT!



2011-2012



THERE IS NOTHING SMALL  
ABOUT SMALL BUSINESS

**Nelson Davis Television Productions**

5800 Sunset Blvd • Los Angeles • CA 90028 • (323) 460-5253 • Fax (323) 460-3907  
[www.MakingItTV.com](http://www.MakingItTV.com)



# BEYOND THE TRADITIONAL SPONSORSHIP



## **WE FULLY INTEGRATE MEDIA SUPPORT FOR MULTIPLE PROGRAMS**

**We have updated the sponsorship model that built the TV business to 2011 market needs and platforms.**

- Your products, programs, vendors, marketing messages, and executives are seamlessly meshed with all media that we create.
- We give you contemporary communications tools designed for this “Media Convergence” digital era that work for you 24/7 on multiple platforms.
- We create video & audio content and delivery methods that present your messages to attract diverse consumers, and vendors while also informing diverse community partners, and thought leaders.

# OVERVIEW OF THE NEW MAKING IT!



**MAKING IT! IS ABOUT THE TRIUMPHS, CHALLENGES & CONTRIBUTIONS OF DIVERSE BUSINESS SMALL BUSINESS ENTERPRISES TO OUR COMMUNITIES.**



**Making It! TV  
Segments & Specials**  
Three minute segments in newscasts and one hour specials for broadcast. All are stories that go to the heart of the diverse entrepreneurial community and your brand on television.



**Making It! Presents**  
It is an online TV show, highlighting two vendors and one executive. **24** minutes of broadcast quality video focused on your vendor development program. We add your commercials!



**Making It! Radio**  
Your messages delivered to thousands of diverse, ambitious entrepreneurial consumers weekly during our weekend small business radio program.



# THE MENU WE OFFER YOU



## SPONSORSHIP OF 3-MINUTE “MAKING IT!” SEGMENTS IN NEWSCASTS

- “High involvement” TV, online and radio programming dedicated to your success. For example, we are creating special short TV segments featuring small business owners and experts designed to be part of the weekend morning newscast on KTLA. In 3-minutes, there is a compelling story or business tip along with your commercial.
- Your 30-second spot is attached to this targeted content and placed in a very desirable news environment.
- Your brand image is part of a communications vehicle that is especially attractive to multiethnic consumers in the prime market for Southern California services.



# MAKING IT! TV PRESENTS



## **WE WANT TO GIVE YOU SOMETHING YOUR COMPANY MAY NOT BE ABLE TO PROVIDE YOU...VALUABLE AND EXTENSIVE ONLINE SPACE!**

- An online version of the Making It! TV show. More than 23 minutes of broadcast quality video totally focused on your vendor programs and executives that streams online! We even include your commercials.
- These “shows” are shot on location, and contain sharp, insightful and instructional stories in the style of the broadcast TV program. Viewers gain insights into what you’re doing and establish an emotional connection to your programs.
- The format works for you 24/7 worldwide in helping build solid engaging relationships with a broader circle of business owners, communities and thought leaders. Its reach is greater than any single broadcast TV station.
- The video material is produced to broadcast standards and can be repurposed across the entire digital spectrum.



# HAVE A LOOK AT MAKING IT! TV PRESENTS



## **GREAT VALUE FOR YOUR DYNAMIC FUTURE**

The Streaming era is here and Making It! ensures that you are fully engaged.

Simply 'right-click' and choose open Hyperlinks to have a look:

[Making It! TV Presents American Honda](#)

Your special episode will have a special space on our Making It! TV dot com site for six months.



# MAKING IT! RADIO—NELSON DAVIS ON SMALL BUSINESS



## ENGAGING WEEKEND LISTENERS WITH RELEVANT CONTENT WHEREVER THEY ARE

- Wrapped in an entertaining one-hour package, the purpose of “MAKING IT-RADIO” is to place a spotlight on the dynamic small business community and to encourage all entrepreneurial thinkers.
- Live call in, interviews with business owners, experts and with sponsors.
- Well qualified people are behind the microphones:
  - **Host--Nelson Davis**, creator of the TV show “Making It!”, and a small business expert. Making It! is an award winning program that has profiled over one thousand entrepreneurs and small business owners for the past twenty one years.
  - **Expert Guests**: Weekly special expert guests bring lots of personality along with their expertise and desire to help our listeners.



# MAKING IT! TV SPECIALS



**A SERIES OF ONE HOUR TV SPECIALS BRING TO LIFE INDIVIDUALS WHO HAVE BUILT THEIR DREAMS INTO VIABLE BUSINESSES AND WHO SHARE THEIR STORIES OF CHALLENGES AND TRIUMPHS WITH AN EAGER AUDIENCE**

- Our goal is to always capture the compelling, intriguing, frequently dramatic, and eye-opening worlds of a cross section of business owners. The TV Specials give viewers a sense of the highs and lows behind amazing accomplishments of some of America's heroes from the growing entrepreneurial class.
- A one hour special offers special opportunities for your brand friendly sponsorship engagement and tie-ins. The content can easily be repurposed across the entire digital spectrum.
- When well told, the stories of people striving to make it offer engaging drama, with an inside look at the pressures, passion, and the great life lessons they have learned.



# SOME OF THE POSSIBILITIES



## USE YOUR “MAKING IT PRESENTS” EPISODE AND SPONSORSHIP TO ADVANCE YOUR INITIATIVES IN A MULTITUDE OF WAYS:

### Online

- Air segments on the your company or partner’s websites.
- We can present a Making It TV dot com page such as “Featured Entrepreneur” or “Events” as being “brought to you by [your organization name].”
- Create a page called “Meet the Buyer” that profiles individual buyers from various areas of the corporation
- Create a page called “Meet the Vendor” that profiles individual success stories.

### DVDs

- DVDs with this material can be packaged in informative sleeves and provided to potential Diverse Suppliers at events and meetings.
- The DVDs provide your suppliers with a clear example of success.



# YOUR REPUTATION MANAGEMENT



**“A BRAND’S CORE MEANING IS DEFINED BY THE VEHICLE THAT DELIVERS ITS MESSAGE.”**

**-George Michaelides**

- With TV, online and radio, decision makers and activists can clearly see your organization’s commitment to community engagement.
- Business and community leaders can gain a greater real-time awareness of your outreach programs
- Video can be circulated internally so that stakeholders and team members have a broader understanding that internal and external messages match.
- With Making It! you send a clear ‘welcome’ message to America’s largest pool of diverse business owners, California.



# AWARDS & ACCOLADES



**THE MOST AWARD-WINNING SMALL BUSINESS TV SHOW OF THE DECADE**



**Greater Los Angeles  
African American  
Chamber of Commerce**

MAKING IT! RECEIVED MORE THAN 30 AWARDS, COMMENDATIONS AND ENDORSEMENTS FROM EVERY LEVEL OF GOVERNMENT, BUSINESS AND TELEVISION MAKING IT THE GOLD STANDARD IN THE CATEGORY.



# WE KEEP GOOD COMPANY



## SOME OF OUR DISTINGUISHED PARTNERS PAST AND PRESENT

**Mr. Gary R. Kessler;** VP, HR Division

**American Honda**

**Anthony Piazza;** Asst VP, HR/Administration

**American Honda**

**Lynn Pike;** President, Small Business Banking, CA

**Bank of America**

**Rod Banks;** Bus. Banking Exec., Southwest Region

**Bank of America**

**Jim Albaugh;** President & CEO, IDS

**Boeing**

**Norma Clayton;** VP, Supplier Management

**Boeing**

**Denise Coley;** Senior Manager, Supplier Diversity

**Cisco Systems**

**Tad Malone;** Sr. VP, Western Div. Corp. Marketing

**Comerica Bank**

**Karen Paz;** VP & Marketing Manager, Western Div.

**Comerica Bank**

**William Holland;** VP, Workforce Planning

**Hilton Hotels**

**Joe Alderete;** Manager, Supplier Diversity

**Southern California Edison**

**Jeremy Rawitch;** Corporate Communication

**Southern California Edison**

**Scott Drury;** Director, Diverse Business Enterpr.

**Sempra Energy**

**Shawn Farrar;** Director, Diversity & Inclusion

**Sempra Energy**



# YOUR OPTIONS 2011-2012



## PLATINUM

### Television & Video

Inclusion in a Making It segment on KTLA Sunday morning newscasts.

“Making It! TV Presents” a full 24 minute special episode focused on your vendors, executives and programs.

### Website

- Online marketing with web ads on makingittv.com
- The “Making It TV Presents” episode streamed on our site for six months
- Sponsor logo and web link on Making It! website home page

### Radio

- A founding sponsor of the weekly Making It! radio program with spots, billboards and interviews during 13-weeks of shows
- Inclusion in print material including press releases, marketing collateral, and newsletter



# OPTIONS 2011-2012



## GOLD

### Video

“Making it TV Presents” a full 24 minute special video episode focused on your vendors, executives and programs. It includes your organization’s commercials.

### Website

- Online marketing with web ads on [www.MakingItTV.com](http://www.MakingItTV.com)
- Special Making It! Presents episode streaming for six months on our site
- Sponsor logo and web link on Making It! website home page

### Radio

- A founding sponsor of the weekly Making It! radio program with spots, billboards and interviews during 26-weeks of shows.
- Inclusion in print material including press releases, marketing collateral, and newsletter



# PARTNERSHIP 2011 - 2012



WE SUPPORT YOUR MARKETING, VENDOR DEVELOPMENT,  
REPUTATION MANAGEMENT AND COMMUNITY CONNECTION  
INITIATIVES WITH UNIFIED, CUSTOMIZED MEDIA

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