



*The*

*Imagination*

*Company*

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Presentation for

**Layton City**

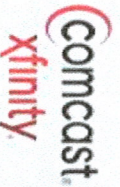
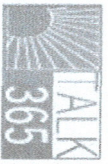
January 28, 2016

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# The Imagination Company...

- *The Imagination Company* is a full service multimedia and broadcast production company showcasing people, places, events and companies in Utah.
- *The Imagination Company* manages content and programming for stations with a scheduling system for television and web streaming programming.
- *The Imagination Company* provides access to over 1 million people along the Wasatch Front through KPDR 19.4, KPDR 19.6, and most Educational Government Channels (Channel 17) along the Wasatch Front. We are local!
- *The Imagination Company* also provides live access to Channel 17 via the internet ([www.daviscable17.com](http://www.daviscable17.com)) for viewing on computers, tablets and smart phones.





## The Imagination Company Talent and Technical Expertise ...

- **Owner:** *Bill Francis* has been in the business. He has worked with KSL, KTVX, NBC National, MTV, and FUSE TV just to name a few. Throughout his career, he has created and produced multiple documentaries and business productions all over the world. He has been successful in identifying innovative ways to create and broadcast productions.
- **Sports Talent:** *Dusty Lister, Dane Stewart, and Craig Bolerjack* are available depending on the production requirements.
- **Talent:** *Holly Love, Craig Bielik, Farrell Lafferty, Josh Goodman, Doug Jardine, Keith McCord, Tim Hughes, Kevin Ireland, and Brian Mullahy* are available depending on the production.
- **Writers/Producers:** *Jennifer Jones, Janae Francis and Chris Dallin* have been instrumental as either writers, producers or fulfill both roles.



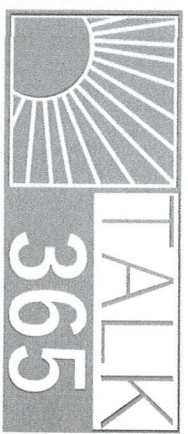


# Current Affiliates and Signature Programs...

## Current Affiliates:



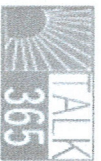
## Signature Programs:





## Air Time...

- *The Imagination Company* controls air time programming for most Educational Government Channels (Channel 17) located along the Wasatch Front with a viewership of over 770,000 people. Current stations include:
  - **Davis Cable 17** – All of Davis County
  - **Ogden 17** – All of Weber and Box Elder Counties
  - **SLCCTV 17** – Salt Lake Community College which is available in most of Salt Lake County
  - **Taylorsville 17** – All of Taylorsville City.
- *The Imagination Company* currently manages scheduling and programming for **KPDR 19.4** and **KPDR 19.6** with a viewership of over 300,000 people along the Wasatch Front.
- Currently working to add a channel on Roku as an additional viewing option.
- On-screen banner announcements are available on all channels.





## Signature Segments...

- **Crowd Surfing** is an unscripted, fun, entertaining, humorous and improvised interactive program featuring "people on the street" style interviews between professional hosts of the show and locals attending a targeted event, festival, party or gathering of any kind or size. Just give our hosts a gathering of a few people willing to talk and they will work their comedic magic, resulting in a final show that entwines the interviews and leaves the viewer unwilling to change the channel. This program is shown on multiple channels on multiple dates and times.
- **The Long Way Home** is our newest program dedicated to the art, the people, the places and the educational opportunities that are available in our own back yard and community. We seek out the local stories that are the most inspirational and interesting to share with our viewers with many being at a location where you and your family will want to visit and explore. Join us and see what you can find on *The Long Way Home*. This program is shown on multiple channels on multiple dates and times.
- **High School Rewind** is a full sports show on steroids. We cover more sporting events than all other broadcast productions combined by professionally capturing 16-25 games per month. The games are condensed down to just the action with professional commentators and a running scoreboard giving the viewer has the full feel of the game.
- **The Underground Music Series...** We highlight up and coming bands by filming one of their concerts and including interviews about how their history, how they were inspired and how they got to where they are today. Our professional videographers have shot for MTV and NBC national and the audio is professionally mixed.





# Menu of Services for Layton City...

- \$2,000/Month:
  - Monthly meeting with city to identify topics for content and messaging.
  - Manage Station
  - Create one – two Layton specific Crowd Surfing Shows a month (18 per year) to be shown on Davis 17 with the option to show on other Utah stations statewide.
  - Run side billboards with announcements, calendars, events and any identified city message. These messages run 3 x an hour 24/7 and can be updated and changed as often as needed. The system allows a gateway into the CH17 for any authorized person from their computer, tablet, or smart phones allowing changes and an instant update on the channel
- \$1,000/Month:
  - Create a monthly 30 minute Layton City show using professional talent, featuring anything from government, police, public works, events or other pertinent topics identified by Layton City. Layton City to maintain control over topic and final edit. These segments will run 2-3 times per day.





# Menu of Services for Layton City...

- \$1,000/Month
  - Create one-two minute productions on two - four events per month (36 total per year). Could include "Show Layton Your Talent", "Taste of the Town", Ed Kenley Amphitheatre concerts or other events as identified by Layton City. This would include multi-cam shoots. These productions will run within the Layton City Show.
- \$600/game
  - Cover games for Northridge and Layton High Schools, local soccer, lacrosse and other sports events to be included as a High School Rewind production. Could potentially find local sponsors to support this cost.
- \$500 - \$1000/month + LCD screen and Internet Connection
  - Place LCD screens in key locations in the Layton area to include banner ads, local weather, special events, calendar of events, announcements, local news, etc. Locations could include Layton Hills Mall, Surf'n Swim and other high traffic areas. Independent stations more focused on looping pertinent and providing locational information. Sponsors can be identified to help defray the cost.







# Menu of Services for Layton City...

- \$1,000 one-time fee
  - Build a website landing page (*Layton Alive*) with a reciprocal link on Layton's website, where all videos and news releases would be available (Cost waived with \$4,000/month contract with city).
- \$200/month
  - Weekly news release created and included on website, released to local media and available for distribution through other city avenues. (Cost waived with \$4,000/month contract with city).
- Create an Interactive Calendar to live on the website for open additions to create information and traffic to website.
- Productions can be broadcasted live on available systems. Pay-per-view is an available option.
- The station will help drive people to the Layton City and/or other identified web site. Messaging will include: "For more information, visit [www.laytoncity.org](http://www.laytoncity.org)" or other website.

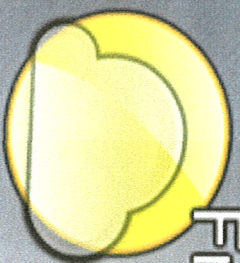




XFINITY  
ON DEMAND™

Coming Up Next

THE  
SHERIFF  
HARVEY  
KALITEL  
WINDS



Friday, February. 28, 2014

55°

1:54:PM

Other  
information  
or graphics  
can go here





# Benefits for Layton City...

- Keep the Public Informed using television, tablets, computers and smart phones
- Provide Easy Access to Information
- One Stop Content Creation
- Highlight events, people and places in Layton City
  - Parks and Recreation
  - Public Utilities
  - Schools – sporting events, plays
- Public Service Announcements
  - Ramp Tax
  - Meet the Candidate Night
- Emergency Announcements
- Public Safety Announcements
  - Water safety issue
- Local staff who know the Community





# Contact Information

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