

FILM COUNSELORS ASSOCIATES, Inc.

447 WEST 45TH STREET • NEW YORK, N. Y. 10036 • (212) 315-3950

May 4, 1989

MAY 8 1989

Dr. W.J. McCarville
Monsanto Company
800 N. Lindbergh Boulevard
St. Louis, MO 63167

Dear Dr. McCarville:

For your information, this will summarize the major points discussed at yesterday's meeting on distribution for the new film, "Big Fears, Little Risks". Enclosed is some material from the distribution firm, Modern Talking Picture Service, which you may find of interest.

The film was successfully premiered at a press conference in San Francisco on April 21, 1989 with Drs. Bruce Ames, Alice Ottoboni, and Elizabeth Whelan participating. As soon as television distribution schedules can be finalized, it is planned to hold another press conference in New York.

The film has been reviewed favorably by WNET, the primary PBS station in New York. At their suggestion it has been submitted to the Public Broadcasting Service for possible inclusion on the national schedule. We hope to have a response within the next few weeks. If PBS does not accept the program, the WNET review indicates that at the very least we should be able to clear broadcast time in major markets on a station by station basis.

In addition to the above, for the American Council on Science and Health to mount and sustain an effective national public distribution program, it will require additional funds in the amount of \$160,900 minimum. This is broken down as follows:

\$10,000	New York press conference (including professional PR representation)
\$15,000	600 complimentary copies on VHS videotape for media, scientists, etc. (including 220 copies to ACSH's board of scientific advisors), the EPA, FDA, AMA, American Cancer Society, etc.
\$15,400	for 4 prime-time broadcasts over The Learning Channel, a cable service reaching upwards of 15,000,000 households (see enclosed material).

- 2 -

May 4, 1989

\$22,500 due to producer to complete deliverables to broadcast quality specifications

\$17,000 to prepare 16mm. version including printing masters and 25 prints. (For example, the American Legislative Exchange Council wants a film print to show to their convention next month with over 1,000 in audience.)

\$26,000 for 2500 free-loan bookings to schools

\$25,000 for 10,000 educational kits including wall poster, teacher's guide, etc.

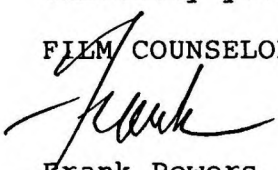
\$30,000 to reimburse ACSH for staff and administrative expenses in connection with promoting and implementing the first year's program.

The Adolph Coors Foundation has already contributed \$25,000 toward our goal. We are asking everyone for additional support for the Council for this project in the amount of \$10,000 minimum (and more if you possibly able.)

Although there has already been overwhelming interest in the film from corporations, state agencies, and small businesses all over the country, we cannot and must not neglect the general public. The Council needs your support NOW.

Sincerely yours,

FILM COUNSELORS ASSOCIATES, INC.



Frank Powers
President

Enclosures

**Audience Development Capabilities
and Program Recommendations**

"BIG FEARS ... LITTLE RISKS"

Submitted to:

American Council on Science and Health

May 3, 1989

INTRODUCTION

For more than 50 years Modern has served major corporations, trade associations, professional societies, international agencies and all branches of the government as a communications resource. We are recognized as the foremost distributor and marketer of informational and education programs developed by our clients. Very simply, and most importantly---we create audiences.

AUDIENCE OVERVIEW

Sponsored film/video is an effective communications medium because it targets specific markets with precision. Audiences can be reached according to demographic and/or geographic location. Naturally, a film achieves its full potential only when its seen by the appropriate audience.

Audience Types

Whether through schools, colleges or universities, civic and social clubs, governmental organizations, business and professional groups, your film/video will be seen by key people.

Most schools regularly use sponsored film/video in their curricula and it provides an excellent opportunity to reach the youth market.

College students are heavy movie attenders and Modern's College Cinema supports that fact with over 200,000 showings on 230+ campuses. Film format generates approximately 1,760 annual bookings via 25 circuits nationwide; video format will generate (at this time) approximately 180 bookings via 6 circuits when initiated in Fall, 1989 with the full compliment of 25 circuits available later in the year.

The Community Group audience is composed of adult and school groups. They select programs especially suited to their own interests so any message has maximum effect on receptive viewers.

Our *Resort and Campground Cinema* program distributes entertaining and informative sponsored films to over a thousand resorts and recreational settings throughout the nation during peak vacation months. We supply everything needed, including the screen, projector and your sponsored film.

In addition, Modern is the sole United States member of INFORFILM International, the association of informational film/video distributors and can arrange to have your program shown in the 20 countries represented.

Broadcast, Cable and Low-Power Television

Video and film programs are also promoted and distributed on a free-loan basis to broadcast television stations nationwide. Clients are not charged for station previewd bookings but will be charged for shipping costs. Single title bookings will be charged at the rate of total number of stations utilizing the program.

Broadcast Charge Per Booking: \$65.00

Video and film programs are promoted and distributed to local and low power television stations nationwide. Again, there is no charge for station preview bookings but clients will be charged for shipping costs. A 10 percent discount is applied to bookings 21 and over which are invoiced in a one month period.

Cable and Low-Power Charge Per Booking: \$35.00



EX P-2213

Page 5 of 11

PCB-ARCH-EXT0371096

SAMPLE BUDGETS

Television	Estimated Number of Television Bookings		
Broadcast			
Annual Budget:	\$ <u>3,000.</u>	\$ <u>5,000.</u>	\$ <u>8,000.</u>
Annual Plays:	48	72	120
Estimated Reach:	480,000	720,000	1,200,000
Cable			
Annual Budget:	\$ <u>7,000.</u>	\$ <u>10,000.</u>	\$ <u>17,000.</u>
Annual Plays:	200	285	485
Estimated Reach:	1,600,000	2,280,000	3,880,000

Free-Loan to Educational and Community Group Audiences

Rates include all videocassette duplication required to meet demand (within a client's predetermined budgetary limits). The clients provide Modern with a 3/4" or 1" video master for duplication. Clients are not charged for bookings unless a showing report is received from the exhibitor but will be charged for delivery.

Free-Loan Rates	Number of Bookings Per Month			
	1-100	101-1000	Over 1000	Delivery Charge
School Audience:	\$ 9.10	\$6.20	\$5.55	Net Extra
Community Group:	\$10.10	\$7.20	\$6.55	Net Extra

The following budget examples (based on school audience projections and costs) demonstrate annual distribution and associated costs that might be anticipated for a given film/video:

	\$ <u>10,000.</u>	\$ <u>15,000.</u>	\$ <u>20,000.</u>
Annual Budget			
Monthly Bookings Projected:	78	124	178
Annual Bookings Projected:	936	1,488	2,136
Monthly Audience Projected:	4,680	7,440	10,680
Annual Audience Projected:	56,160	89,280	128,160
Est. Cost / Viewer:	\$.18	\$.17	\$.16

MODERN SATELLITE SERVICES

The Learning Channel

Modern pioneered the satellite delivery of sponsored programming, with services that began in January 1979. Your video or film is packaged with other non-competitive programs to create "World In Motion," a lively, one-hour magazine format show with individual segments introduced by our on-camera host. Your program may also be presented outside the "World In Motion" series---as an "MSS Special" in a stand-alone format.

THE WORLD IN MOTION Produced by Modern Talking Picture

One Day Time Showing: \$ 2,600.

Four Day Time Package: \$ 9,600.

Three Day/One Prime Package: \$11,000.
(Three daytime airings, one Friday prime time airing)

One Time Prime: \$ 4,200.

Four Time Prime: \$15,400.

All pricing based on 1/2 hour.

Modern Schedule:	Monday, Friday	4:00 PM EDT
	Tuesday, Wednesday, Thursday	1:00 PM EDT
	Friday Prime Time	7:00 PM EDT

Available Segments:

- Let's Travel
- Consumer Inquiry
- Business View
- Modern Life

TEACHING KITS

To accompany "Big Fears...Little Risks," a Teaching Kit could be developed for distribution prior to the showing of the film. The kit would be comprised of a poster on one side with the "Big Fears...Little Risks theme, and 4 to 6 to 8 panels on the back. Each panel would serve as a guide and could include lesson plans, teachers' guides, student activities and/or environmental experiments. This would give the broadest overview for the teacher and extend the message of the film: Points to Know; Natural Pollution; etc.

4-Color	Size:	17 x 22 would include 4 panels 22 x 34 would include 6 to 8 panels
Quantity:		10,000 to 20,000
Pricing Range:		\$25,000 to \$50,000.



EX P-2213

Page 8 of 11

PCB-ARCH-EXT0371099



DEMOGRAPHICS

As the latest MRI research proves, The Learning Channel does a fantastic job of delivering the hard-to-get subscribers!

	<u>AVERAGE U.S.</u>	<u>TLC VIEWER</u>	<u>INDEX</u>
<u>INCOME</u>			
Household Income			
\$30,000+	45.5	52.1	15% Higher
\$60,000+	10.5	12.1	15% Higher
<u>AGE</u>			
25 - 54	56.6	69.4	23% Higher
35 - 44	19.1	25.3	32% Higher
<u>EDUCATION</u>			
Attended/Graduated College	36.5	45.0	23% Higher
Graduated College	18.0	19.5	9% Higher
<u>OCCUPATION</u>			
Prof Managerial	15.7	17.3	10% Higher
Corp. Decision Maker	11.4	16.4	44% Higher

Source: 1987-88 Simmons Market Research Bureau

APPEAL

A recent study by a leading firm in non-subscriber research proved that TLC is among the highest rated services. TLC rated about the same as ESPN and A&E and higher than several services including WTBS, USA and MTV. This supports the value of targeted services such as TLC to reach non-cable subscribers.

Furthermore, interest in The Learning Channel was even higher among persons age 35-49.

<u>Percent Rating Interest</u> <u>a 4 or 5 (on 5 pt)</u>	<u>All</u> <u>Non-Cable</u> <u>Subs</u>	<u>Percent Rating Interest</u> <u>a 4 or 5 (on 5 pt)</u>	<u>Age 35-49</u> <u>Non-Cable</u> <u>Subs</u>
Discovery	48%	Discovery	59%
American Movie Classics	44%	American Movie Classics	42%
CNN	40%	CNN	44%
Nickelodeon	31%	The Learning Channel	35% ----
ESPN	29%	Nickelodeon	35%
A&E	28%	ESPN	33%
The Learning Channel	27% ----	A&E	29%
Weather Channel	25%	Nashville	24%
Nashville	23%	FNN	24%
WTBS	23%	USA	23%
USA	22%	WTBS	23%
FNN	21%	Weather Channel	22%
CBN	20%	CBN	20%
C-Span	19%	VH-1	19%
VH-1	17%	Lifetime	17%
Lifetime	16%	C-Span	15%
MTV	16%	MTV	14%
Cable Value Network	7%	Cable Value Network	8%

Source: Beta Research Corporation, Syosset, NY

VIEWSHIP

Here's how TLC's viewership stacks up against several other program services we compete with for channel capacity. Of course, these measurements were taken before TLC's emphasis on long-term promotion.

	<u>TOTAL ADULTS</u> <u>Average Week Cume %</u>
A & E	38%
NICKELODEON	38%
VH-1	36%
CBN	35%
LIFETIME	34%
THE LEARNING CHANNEL	30%
NICK AT NITE	28%
DISCOVERY	23%
BET	20%
C-SPAN	18%

Source: 1988 Simmons (expressed as percentage of subscriber base)