

## STATION EXCELLENCE HEC “ABOUT US” LONG PROMO

### **(Angie on cam – walk and talk)**

ALL TELEVISION STATIONS ARE *NOT* CREATED EQUAL...  
HEC-TV IN ST LOUIS *STANDS ALONE*... AS THE *ONLY* STATION  
OF IT'S KIND IN THE COUNTRY. A NON-PROFIT ENTITY, HEC'S  
FOCUS IS ON EDUCATION, ARTS AND CULTURE... AND  
PRODUCING *QUALITY* PROGRAMMING THAT MAKES *YOU*  
THINK.

PROGRAMMED BY ST. LOUIS' ELEVEN COLLEGES AND  
UNIVERSITIES AND SIXTY-TWO SCHOOL DISTRICTS, HEC-TV  
PRODUCES *POSITIVE* LOCAL SHOWS COMPLETE WITH STATE  
STANDARDS-BASED TEACHING CURRICULUM. *MANY* OF  
THESE PROGRAMS HAVE EARNED REGIONAL, NATIONAL -  
EVEN INTERNATIONAL ACCLAIM.

LIKE THE AWARD-WINNING, “STATE OF THE ARTS”!  
YOUR *BACKSTAGE PASS* TO THE ST LOUIS ARTS  
COMMUNITY... “STATE OF THE ARTS” PUTS LOCAL TALENT IN  
THE SPOTLIGHT.

(quick show pop up full)

“I LOVE JAZZ”... A SHOW TO ENTERTAIN *AND* EDUCATE! LIVE  
PERFORMANCES, INTERVIEWS AND MORE... FROM THE JAZZ  
LEGENDS, TO THE RISING STARS!

(quick show pop up full)

*MORE* LOCAL TALENT CAN BE SEEN ON “FRAMES” AND “LIQUID  
LIGHT”... *BOTH* SHOWS FOCUS ON THE *ART* OF FILM MAKING..

(quick show pop up full)

WHILE “TWO ON THE AISLE” EXPLORES LOCAL AND TOURING  
*THEATRE* PRODUCTIONS. VETERAN CRITICS BOB WILCOX AND  
JERRY KOWARSKI COVER THE BEAT...

(quick pop up full)

HEC'S COMMITMENT TO EDUCATION IS VERY HANDS-ON!  
"BEHIND THE MINDS" FEATURES WHAT'S *RIGHT* WITH LOCAL  
SCHOOLS – HIGHLIGHTING THE PROGRAMS, INSTRUCTORS  
*AND STUDENTS* MAKING A DIFFERENCE!

(quick show pop up full)

"INNOVATIONS" GOES *INSIDE* ST. LOUIS' GROUNDBREAKING  
RESEARCH LABS AND INSTITUTIONS... TO MEET THE  
SCIENTISTS AND LEARN HOW APPLICATIONS OF MATH AND  
SCIENCE ARE CHANGING OUR WORLD...

(quick show pop up full)

AND *THE NEXT* GENERATION OF WORLD INNOVATORS – FROM  
*TWENTY NINE COUNTRIES* - GATHERED *IN ST. LOUIS* FOR THE  
"FIRST ROBOTICS" WORLD CHAMPIONSHIPS! OF COURSE,  
HEC-TV COVERED THIS "*SUPERBOWL OF SMARTS!*"...

(quick show pop up full)

NOTED AUTHORS TAKE THE STAGE ON "MARYVILLE TALKS  
BOOKS"... A SERIES OF LECTURES WHERE WRITERS DISCUSS  
THEIR WORKS WITH A LIVE AUDIENCE ...

(quick show pop up full)

"*IMPACT!*"... SHOWS IMPORTANT CONTRIBUTIONS BY LOCAL  
UNIVERSITIES AND COMMUNITY ORGANIZATIONS – THAT  
MAKE ST. LOUIS AND SOMETIMES EVEN THE WORLD - A  
BETTER PLACE TO LIVE.

(quick show pop up full)

AND – WITH AN EYE FOR THE UNUSUAL, AND A FLAIR FOR THE  
FLIPCAM.. VETERAN STORYTELLER AARON MERMELSTEIN  
DOES WHAT HE DOES BEST WITH... "IT'S A *ST. LOUIS* THING"...

(quick pop up full)

AND MORE ORIGINAL PROGRAMMING KEEPS COMING, TO  
EDUCATE AND INSPIRE... FROM DOCUMENTARIES TO  
DISCUSSIONS - - HEC GOES *IN-DEPTH* TO BRING YOU

*INTERESTING FIGURES... AND IMPORTANT PIECES OF HISTORY.*

HEC HAS BEEN A NATIONAL LEADER IN TELECOURSES AND DISTANCE LEARNING FOR DECADES. VIEWERS HISTORICALLY EARN 50,000 COLLEGE CREDIT HOURS EVERY YEAR.

AND TODAY, HEC TV IS LEADING THE WAY IN DEVELOPING TRULY INTERACTIVE TELEVISION FOR EDUCATION. OUR PROGRAM, "HEC-TV LIVE," COMBINES THE POWERS OF INTERNET STREAMING, VIDEO CONFERENCING AND LIVE BROADCAST, THE RESULT IS A VIRTUAL *FIELDTRIP* FOR STUDENTS *AND* VIEWERS AT HOME.

CLASSROOMS HERE AND AROUND THE WORLD ARE LINKED WITH A VARIETY OF EXPERTS IN THEIR RESPECTIVE FIELDS CREATING POWERFUL AND EDUCATIONAL OPPORTUNIES STUDENTS AND VIEWERS CAN'T GET FROM ANY OTHER SOURCE.

(quick show popup full)

THE EDUCATION CONTINUES FOR FOREIGN LANGUAGE STUDENTS BY BROADCASTING PROGRAMS IN MANY DIFFERENT LANGUAGES...

AND MORE THAN JUST GREAT PROGRAMMING, HEC-TV LEADS THE WAY IN COMMUNITY INVOLVEMENT. PARTNERSHIPS INCLUDE CULTURAL AND EDUCATIONAL LEADERS THROUGHOUT OUR COMMUNITY - AND THESE RELATIONSHIPS MEAN LOTS OF THINGS... INCLUDING PUTTING THE POWER OF TELEVISION TO WORK ... BROADCASTING TOWN HALL FORUMS, LIVE PERFORMANCES, FUNDRAISERS AND MORE.

HEC-TV... COMMITED TO THE ST LOUIS COMMUNITY... TO STUDENTS... *AND* TO PRODUCING QUALITY PROGRAMMING.. *THAT MAKES YOU THINK*

## HEC AWARDS PROMO

	<p><b>(anncr)</b> HEC MEDIA..</p> <p>RECOGNIZED! CELEBRATED! HONORED - <i>TIME AND AGAIN</i> - FOR EXCELLENCE IN THE INDUSTRY...</p> <p>MID-AMERICA EMMYS... TELLYS... NATOAS.. AURORAS.. AND OTHER AWARDS - - HEC MEDIA HAS BEEN <i>BRINGING HOME THE HARDWARE</i> FOR OVER A DECADE!</p> <p>(pop up full)</p> <p>HUNDREDS OF NOMINATIONS AND WINS! FROM REGIONAL TO INTERNATIONAL LEVELS!</p> <p>(pop up full)</p> <p>ARTS AND EDUCATION - - TO AUTHOR TALKS...</p> <p>MAGAZINE SHOWS AND DOCUMENTARIES ...</p> <p>INDIVIDUAL CRAFT ACHIEVEMENTS TO <i>OVERALL</i> EXCELLENCE!</p> <p>PLUS SO MUCH MORE.</p> <p>(pop up full)</p> <p>AND ALTHOUGH DOING GOOD WORK IS ITS <i>OWN</i> REWARD, <i>RECOGNITION</i> – WELL, IT’S NICE, TOO.</p>
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	<p>SEE WHAT ALL THE FUSS IS ABOUT..</p> <p>FIND ALL OF THE <i>AWARD-WINNING</i> CONTENT AT HEC MEDIA DOT ORG</p>
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### HEC MEDIA GENERIC PROMO

<p>Montage shots to music beats. cut lots of broll to beats up until and through anncr saying website. (On next page I have a list of cool shots for this – or if easier, you can grab stuff)</p> <p>reveal website or use a website animation or key font web address over video (anything)</p> <p>:49 broll shot sing at old mic on cam some matching shots 4:16</p> <p>Patillo on cam cover with MLK @ 3:45 1:07 Little Rock 9 3:35 high school exterior</p> <p>103 flip notebook or 1:36 teacher and 2 boys Teacher on cam 320 teacher with kids clap hands etc</p> <p>1:03 quick knead dough in bowl On cam</p>	<p>Music bed “purple windows” use first :54 or so, then possibly make better ending by tacking on repetitive beats from top of bed</p> <p>(bring in anncr after 1-2 secs of music bed)</p> <p>FOR CONTENT THAT KEEPS YOU COMING BACK FOR MORE! GO TO HEC MEDIA DOT ORG!</p> <p>BE ENTERTAINED!</p> <p>(sot big band member) ..sort of music and repertoire you could expect to hear in St Louis if you traveled back in time (orchestra song under OR pop up full)</p> <p>GET INSPIRED!</p> <p>(sot Melba Patillo) the first time I met him he said Melba, you’re doing this for generations yet unborn</p> <p>LEARN SOMETHING NEW...</p> <p>(sot teacher) to me, arts integration is more powerful way to teach</p> <p>CONNECT WITH YOUR COMMUNITY!</p>
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<p>657 move package 229 other kid slices rolls 221 tight same 136 move bread to bin</p> <p>Vic on cam 5:22 cover shot Kendzior 00:55 book cover</p> <p>With kids @ 10:14 kids backs ws all arms up, On cam 17:21 table with books hand on The Dot</p> <p>More full frame montage shots edit to music like in open</p> <p>Web address</p>	<p>(sot bakery owner) I can hope again. That's what we do for them we give them the ability to hope</p> <p>GO IN DEPTH WITH EXPERTS...</p> <p>(sot interviewer with author) what did you want world to know about our part of world?</p> <p>AND YOUR FAVORITE AUTHORS!</p> <p>(sot Reynolds) story is a way to have a conversation with the entire planet</p> <p>ALL IN ONE PLACE!...</p> <p>FOR ORIGINAL PROGRAMMING AND AWARD-WINNING CONTENT GO TO HEC MEDIA DOT ORG!</p>
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## YEAR END PROMO FOR HEC MEDIA :60

<p>HEC Logo treatment</p> <p>(quick flipping genres with matching music) arts, business, community, culture, education, happening now, history, literature, science, etc</p> <p>2018 year gfx, show art fair, economic council mtg, interviews, etc</p> <p>gfx emmy, natoa, pinnacle</p> <p>Clayton art fair</p> <p>Interview shot author</p> <p>Archeological dig doc</p> <p>Science story Mars</p> <p>Hamilton musical students</p> <p>Tutor with children</p> <p>Shakespeare in the park</p> <p>Muny documentary</p> <p>HEC animation &amp; website</p>	<p><b>(announcer)</b> IT'S BEEN QUITE A YEAR AT HEC MEDIA!</p> <p>Music and sfx pop up full</p> <p>2018 WAS A YEAR RICH WITH CONTENT...AND <i>COMMUNITY</i> INVOLVEMENT! WINNING <i>MORE AWARDS</i> ALONG THE WAY... INCLUDING MID AMERICA EMMYS.. NATOAS.. AND A GOLD PINNACLE ..TO <i>TOP IT ALL OFF!</i></p> <p>(quick pop nats from art fair doc)</p> <p>2018 WAS A YEAR OF COLLABORATION - AND <i>CONVERSATION...</i> (author interview sot)</p> <p>A YEAR OF <i>LOOKING BACK...</i> (quick nats Irish dig doc)</p> <p>WHILE KEEPING AN EYE ON THE FUTURE... (quick sot Mars science story)</p> <p>SUPPORTING <i>THE ARTS AND</i> <i>EDUCATION...</i> (quick pop Hamilton students)</p> <p>HIGHLIGHTING <i>THOSE</i> MAKING A DIFFERENCE (quick sot 90yr old tutor)</p> <p>KEEPING YOU <i>CONNECTED</i> TO YOUR COMMUNITY.. (quick nats Shakespeare festival)</p> <p>AND DELVING DEEP WITH <i>ORIGINAL</i> FILMS (quick nats Muny)</p> <p>WATCH FOR MORE IN 2019! EXPLORE OUR CONTENT <i>YEAR</i> <i>ROUND</i> – AT HECMEDIA DOT ORG..</p>
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## **EDUCATE DOT TODAY WEBSITE**

IT'S HIGH QUALITY...  
**AWARD-WINNING...**  
INTERACTIVE LEARNING!  
...ALL AT THE CLICK OF A BUTTON!

AT EDUCATE DOT TODAY!

(host on cam) Thanks so much for being with us, we're going to start today's program..

UNLIKE OTHER LEARNING PROGRAMS, EDUCATE TODAY IS **FULLY INTERACTIVE!**

(host on cam) Quick pop – let's go back to Plum City

STUDENTS CONNECT WITH **REAL WORLD** EXPERTS ON VARIOUS SUBJECTS - WHERE THEY **ASK, ENGAGE, LEARN AND EXPLORE!**

(student) - How long did it take to invent cancer goggles? (inventor) About six years..

THESE **HUMAN** CONNECTIONS ADD AN EXTRA DIMENSION TO **ANY** LESSON PLAN!... STUDENTS CAN ENGAGE WITH EXPERTS FROM ALL WALKS OF LIFE ... INVENTOR TO ARTIST... METEOROLOGIST TO ENGINEER!

(Gemini guests quick bite up full)

**SUBJECT MATTER** IS INTERESTING AND DIVERSE! SEARCH THE MANY SHOW TOPICS AT EDUCATE DOT TODAY... LIKE ROBOTICS ... THE CONSTITUTION ... THEATER... PALEONTOLOGY.. PLUS SO MUCH MORE!

(student asks expert) what's the biggest dinosaur you ever found?

FIND OUT WHAT LIFE WAS LIKE ON THE PRARIE ..  
DURING THE CIVIL RIGHTS ERA ..  
AND EVEN DURING WAR TIME...  
EDUCATE TODAY CREATES THESE CONNECTIONS - AND EXPERIENCES -  
FOR STUDENTS!



(host /expert military) Give students an idea of what it would be like on a typical mission.. I never got hit but some of my buddies of course did

EDUCATE TODAY OFFERS EVEN MORE...

A **TEAM...** WITH THE EXPERIENCE AND KNOW-HOW TO CREATE MEANINGFUL CONNECTIONS FOR STUDENTS...

**VIDEO RESOURCES** – ALL TIED TO STATE AND NATIONAL STANDARDS!

**PROGRAMS** SUITABLE FOR BOTH ENTIRE CLASSROOMS OR INDIVIDUALIZED LEARNING!

**LESSON PLANS** - ALONG WITH ACTIVITY IDEAS - ARE **ALWAYS** PROVIDED!

AN **EASY-TO-USE** WEBSITE WITH AN ON-DEMAND “BOOK NOW” FEATURE!

A VARIETY OF WAYS STUDENTS CAN CONNECT! (LIVE BROADCAST, INTERNET STREAMING AND VIDEO CONFERENCING)...

PLUS, EDUCATE TODAY OFFERS THE BEST IN PROFESSIONAL DEVELOPMENT!

HERE’S WHAT PAST PARTICIPANTS HAVE TO SAY...

(Educators’ comments):

Once again you pulled off a **spectacular** Constitution Day!

You are the best partners in education that a teacher could ever hope for!

The program and the preparatory materials were so rich in content...

We will definitely be participating in more events in the future

The level of presenters was amazing

It was a GREAT program! The students really enjoyed it and all of the interactivity!

The students were still talking about the program the next day, so I know they learned from it. They liked being interactive

It can be very difficult to bring this sort of learning into the classroom, so it was very valuable

IT’S ALL THERE AT THE CLICK OF A BUTTON!  
AT EDUCATE DOT TODAY