

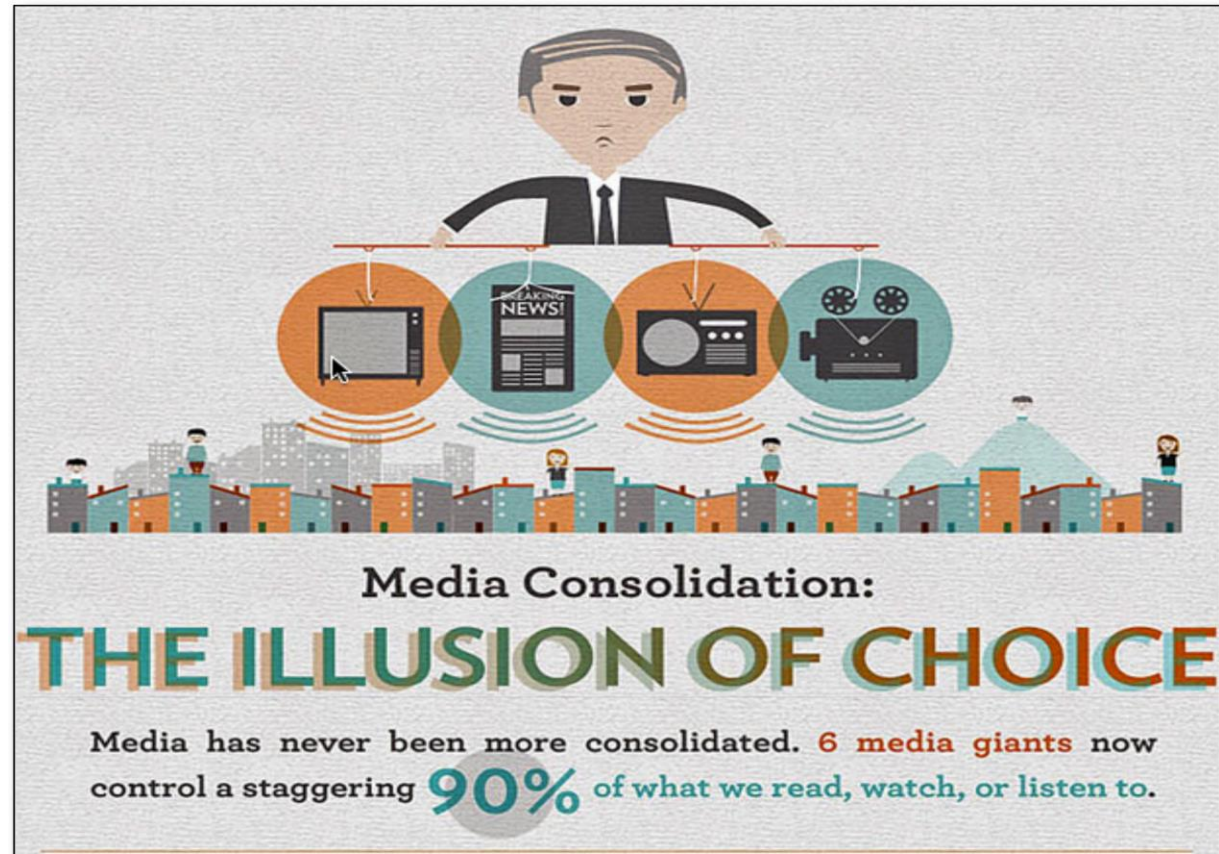


**LAUNCH STRAGETY**



# LAUNCH STRATEGY

## OWNERSHIP

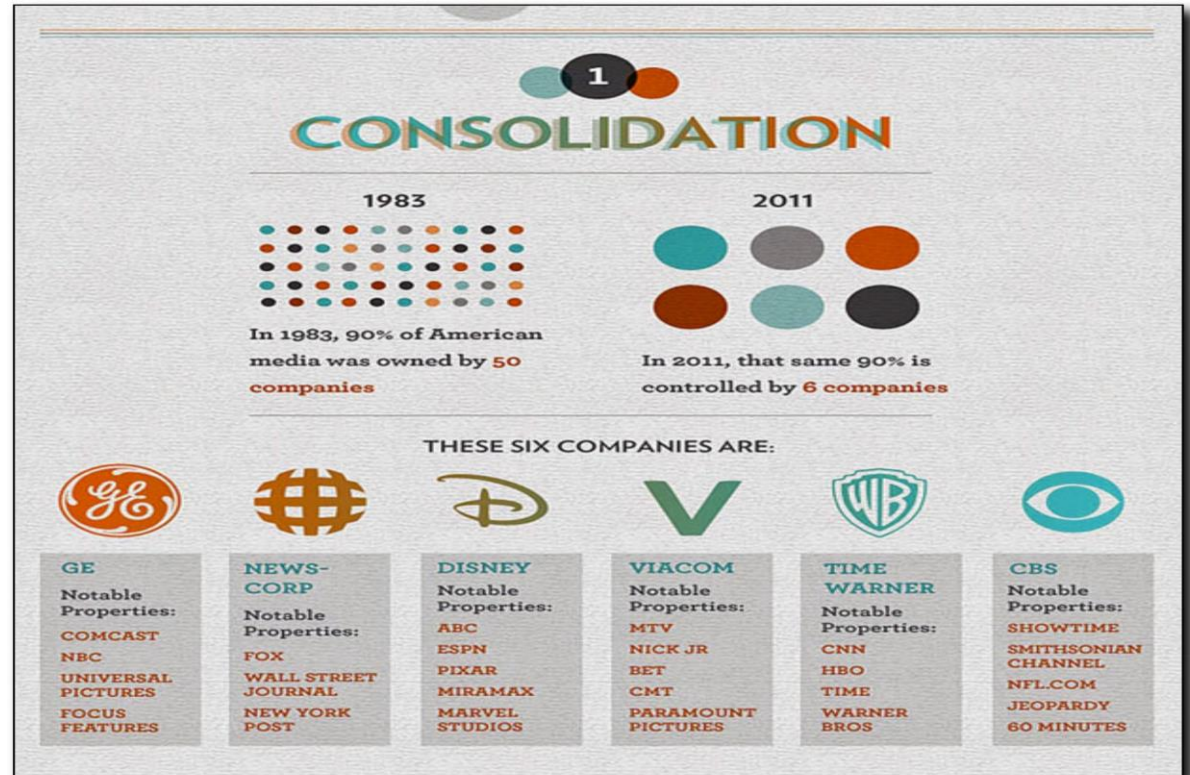




# LAUNCH STRATEGY

## OWNERSHIP

The Big 6





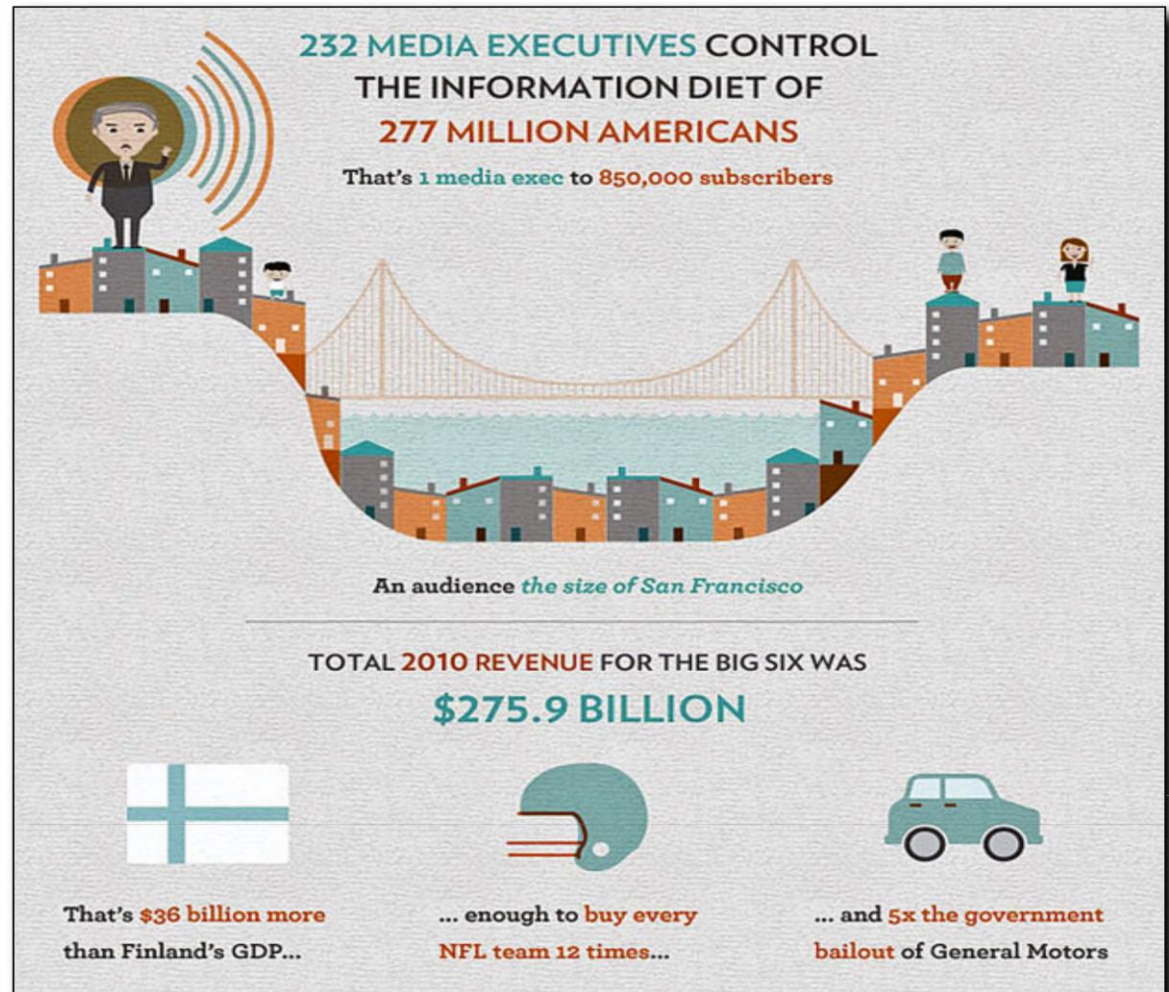


# LAUNCH STRATEGY

## OWNERSHIP

MISPRESENTATION  
&  
FILTERING

The Big  
6





# LAUNCH STRATEGY

## OWNERSHIP

NOT BLACK OWNED



Unless you've been sleeping under a rock, BET has been black-owned for a while. The network was founded in the 1980s, but in 2003, the company was sold to Viacom. The sale made Johnson one of the richest African American men in America.



In 2011, Ebony magazine was bought out by JP Morgan Chase. The announcement marked the end of a 69-year period in which the company was family-owned. Last year, Ebony received backlash for using a cracked photo of the Huxtables (a black family) in an effort to demean Bill Cosby over sexual assault allegations.



Voices, originally known as BlackVoices, is a website that has writers from different racial backgrounds. Huffington, a pale skinned white woman, once wrote that Michelle Obama wasn't black enough. It's a website that is not black-owned.



In 2013, Essence magazine editor Constance White was fired as corporate overseer. According to White, Essence was being pushed in a direction that she felt was designed to dumb down the black woman in America, focusing more on fashion and beauty tips than more serious issues of the day. It's safe to say that Essence magazine now represents the black woman that white people would like for them to become.



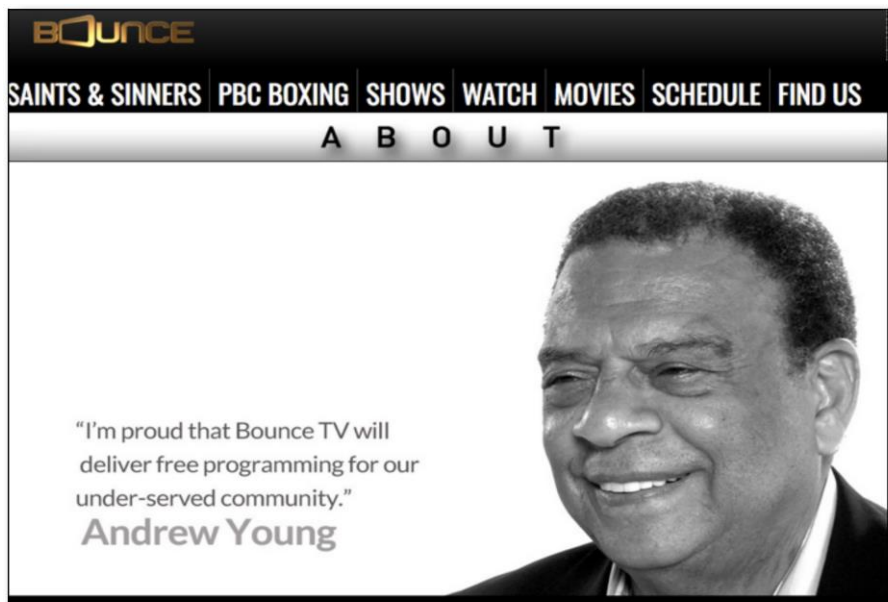
TheRoot.com was sold to Univision in 2015. Univision prides itself in being an American media company serving Hispanic America. Univision's roots can be traced back to 1955 when Raul Cortez started KCOR-TV, a Spanish-language independent station in San Antonio, Texas, which eventually changed the station's call letters to KUAL-TV in 1958.



# LAUNCH STRATEGY

## OWNERSHIP

## BLACK OWNED STATIONS





# BIATV

## LAUNCH STRAGETY



**The Truth Needs To Be Told**



# LAUNCH STRATEGY

## TEAM



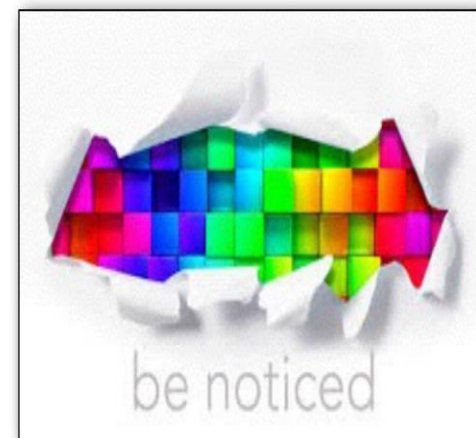
**Build a Cohesive TEAM**

## SPONSORSHIP



**Create Stakeholders**

## TALENT BASE



**Solid Stable of Talent**





# LAUNCH STRATEGY

## TEAM



### MARKETING INTERNS

Compensation—Commission Based  
Market research  
Sponsorships and Advertising sales  
Social Branding & Awareness  
Lead Generation  
Social Marketing  
Telemarketing

### HOST INTERNS

\*Compensation—Hourly Rate  
Talent Organizer  
Interviewer  
Social Branding & Awareness  
Business Development  
Partnership Development  
Talent /Hosting

### PRODUCER INTERNS

\*Compensation—Hourly Rate  
Talent & Casting  
Production Management  
Location Management  
Set Management  
Partnership Development

**\* Need to generate funding for compensation.**



# LAUNCH STRATEGY

## MARKETING TEAM



### MARKETING INTERNS Commission Compensation package (**Total Revenue**)

<i>Leadership Package</i>	\$500 per sponsorship package. Goal = 4	Min. = \$2k
<i>Gold Package</i>	\$250 per sponsorship package. Goal = 4	Min. = \$1k
<i>Silver Package</i>	\$100 per sponsorship package. Goal = 6	Min. = \$600
<i>Bronze Package</i>	\$50 per sponsorship package. Goal = 10	Min. = \$500
<i>Movement Package</i>	\$25 per sponsorship package. Goal = 20	Min. = \$500
<i>Member / Sponsor Package</i>	\$10 per sponsorship package. Goal = 50	Min. = \$500

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**Base Revenue = \$5.1k**



# LAUNCH STRATEGY

## MARKETING TEAM



### MARKETING INTERNS Commission Compensation package (Split covering other intern salaries.)

<i>Leadership Package</i>	\$500 per sponsorship package. Goal = 4	Base pay = \$1k / Salary Fund = \$1k
<i>Gold Package</i>	\$250 per sponsorship package. Goal = 4	Base pay = \$500 / Salary fund = \$500
<i>Silver Package</i>	\$100 per sponsorship package. Goal = 6	Base pay = \$300 / Salary fund = \$300
<i>Bronze Package</i>	\$50 per sponsorship package. Goal = 10	Base pay = \$250 / Salary fund = \$250
<i>Movement Package</i>	\$25 per sponsorship package. Goal = 20	Base pay = \$250 / Salary fund = \$250
<i>Member / Sponsor Package</i>	\$10 per sponsorship package. Goal = 50	Base pay = \$250 / Salary fund = \$250

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Base Revenue = \$2.55k / Salary Fund = \$2.55k



# LAUNCH STRATEGY

## SPONSORSHIPS



### SPONSORSHIP REVENUE (Generated from Marketing Interns)

<i>Leadership Package</i>	\$250k per sponsorship package. Goal = 4	Min. revenue = \$1mil
<i>Gold Package</i>	\$100k per sponsorship package. Goal = 4	Min. Revenue = \$400k
<i>Silver Package</i>	\$50k per sponsorship package. Goal = 6	Min. Revenue = \$300k
<i>Bronze Package</i>	\$25k per sponsorship package. Goal = 10	Min. Revenue = \$250k
<i>Movement Package</i>	\$5k per sponsorship package. Goal = 20	Min. Revenue = \$100k
<i>Member</i>	\$1k per sponsorship package. Goal = 50	Min. Revenue = \$50k
<i>Sponsor Package</i>	\$.1k per sponsorship package. Goal = 50	Min. Revenue = \$5k

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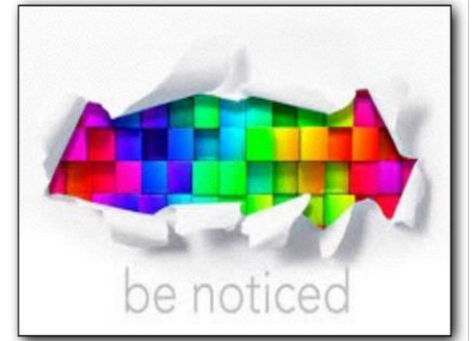
**Min. Overall Revenue = \$2.105 mil.**





# LAUNCH STRATEGY

## TALENT BASE



### CASTING CALL - Phase 1

March 1 Launch

150 to 200 Participants

\$25 Pre-screening Fee

Est. Revenue = \$4.5 - \$6k

Location Fee/Lunch = \$1.6k

*Working Capital = \$2.9k - \$4.4k*

### CASTING CALL - Phase 2

May 1 Launch

40 to 50 participant

\$75 Participant fee

Est. revenue = \$3 - \$3.75k

Lunch = \$0.3k

*Working Capital = \$2.7 - \$3.4k*

### BENEFITS

Talent Base for Program Line-up

Location / lunch funded

Est. Revenue = \$7.5 - \$9.75k

*Working Capital = \$5.k - \$7.8k*

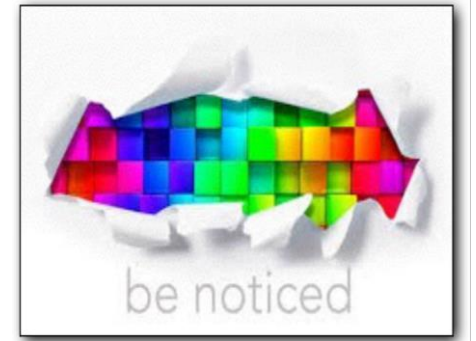
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Min. Overall Revenue = \$2.105 mil.



# LAUNCH STRAGETY

## TALENT BASE



### Become A Part Of History!

**Are you a serious aspiring actor or host?** Have you been trying to show your talent but haven't had the opportunity? If so, here's your to shine. Black People United TV(BPUTV) is a new Black owned television station with nine (9) international channels that gives us a worldwide media outlet, putting us in position to be active and in the forefront of the storytelling of our multi-faceted culture. BPUTV's mission is to provide shows, movies, entertainment, sports, health, community, business, news and family programming that displays the uniqueness and strengths of our culture.



**We are looking for new faces and up-and-coming talent** to showcase within the broad scope of our channel programming. We offer opportunities to showcase your talent in front of casting directors, film directors and leading industry professionals that will aid you in developing your craft. We will also offer a bio package which includes a professional promo video and photo shoot, including head shots. In additional, can also film and document your journey to becoming star, and promote you as an artist.



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# LAUNCH STRAGETY





# LAUNCH STRAGETY

## LAUNCH EVENT



### 1 --- TALENT REALITY SHOW

Showcasing the many talented Actors that made it through the first round, we will film their journey from day one, and continue to film along their journey, telling their 'inside' story, raw and uncut, about who they are, and what brought them here.

### 2 --- WRITERS REALITY SHOW

Simultaneously, we will also launch another "competition" for Writers to showcase their talents to accompany/compliment the Actor's show and grow the 'buzz'. The winners of the Writer's competition will be coupled with various actors to create compelling 1 to 2 minute skits that the actors will bring to life in the final rounds of the competition.

### 3 --- HOSTS REALITY SHOW

At the same time we will be launching a similar competition for show Host that will generate even more 'buzz' around the show. As they perform their "Ryan Seacrest" like hosting, they will be coupled with the team of writers/actors they are assigned to, and hosting their portion of the show.







# LAUNCH STRAGETY

## LAUNCH EVENT



### CONCEPTING

During their journey and throughout the show we will be generating a lot of content that will be used for creating the initial and ongoing print, OOH, digital, social and radio media market campaigns for continuous anticipation and buzz.

Though they may appear to be three separate shows, all are separate but codependent and are all focused on the end goal (something not done before, I don't think).

We will display them as separate, but always insinuate they are one, and visa---versa (misdirection).

We will reveal that truth gradually and strategically. as a combined competition. At the final stages they become one show.

We will have *celebrity, actors, writers, directors, and producers* that will coach and judge the competitors all the way through the series.





# LAUNCH STRAGETY

## LAUNCH EVENT



### CONCEPTING (Cont.)

During the show, we will have *guest appearances* and new-comer *music performances*.

We will end the show with an “Oscar” type party. The ‘awards’ (prizes) at the end will be:

- ♦ Starring roles in our TV Movie premiers
- ♦ Starring roles in our programming line---up
- ♦ Their own TV series
- ♦ Contracts and projects with the celebrity judges (hopefully).

Strategically air the shows during the same time-slots and day our biggest competitions best proqraming premier is being aired. This will not only force them to compete with us, it will create a larger buzz, and we will start capturing their audiences.





# LAUNCH STRAGETY

## LAUNCH EVENT



### ADDED BENEFITS

- ♦ Ongoing sponsorships and funding
- ♦ Solid relationships and partnetships with industry leaders
- ♦ A solid stable ofactors, writers and hosts
- ♦ A solid stable of production crews and supporting staff
- ♦ \$\$\$





# LAUNCH STRAGETY

## CHANNELS



**BUSINESS**

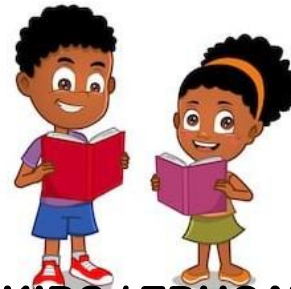


**SPORTS**



**COMEDY**

**TRAVEL**



**KIDS / EDUCATIONAL**

**COOKING**



**INSPIRATIONAL**

**HEALTH**



**MUSIC**

**MOVIES**







# LAUNCH STRAGETY

## CHANNEL LINE-UP



### MORNING

**6 - 6:30—New Beginnings**

Spiritual/Enlightenment

**6:30 - 7 —Jump Start**

Aerobics/Zumba

**7 - 8—Morning News**

News, traffic, weather, sports, trending

**8 - 8:30—Financial Advisor**

Education, retirement, taxes, investments, etc.

**8:30 - 9—Living Well**

Health living, health foods

**9 - 9:30—Doctors Cut**

Health issues and treatments

**9:30 - 10:30—Talk Show**

Celebrity guest, special interest, gossip, etc.

**10:30 - 12:00—Movie Special**

Recent film

### AFTERNOON

**12 - 1 Midday News**

Afternoon catch-up, traffic, weather, finance, sports, politics, trending.

**1 - 1:30—Careers / Industry**

Career Education

**1:30 - 2 —Great Chefs of Color**

Foodie show from Mom's kitchen to famous chefs.

**2 - 2:30—Real Estate / Travel**

Best deals, best places, best neighborhoods

**2:30 - 3:30—Talk Show**

Celebrity guest, special interest

**3:30 - 5—Movie Special**

Cartoons/Kids programming



# LAUNCH STRAGETY

## CHANNEL LINE-UP



### EVENING

#### **5 - 6—Evening News**

News, traffic, weather, sports

#### **6 - 6:30—Nu News**

Reality / Comedy

#### **6:30 - 7—Family's Got Talent**

Reality game show

#### **7 - 7:30—Ladders**

The Up and Comings

#### **7:30 - 8—Shop Talk**

Realty/Barber Shop

#### **8 - 9—The Couch**

Dramedy

#### **9 - 10—Cling**

Drama Series

#### **10 - 11—THIStory**

History / Education

#### **11 - 12—Nightly News**

News, sports, weather, special interest

### NIGHT

#### **12 - 1—STEPS**

Dance and music videos

#### **1 - 6am—Re-Runs**

### OTHER

From the launch series we want to generate at least two (2) series (preferably four) and four (4) made for TV movies.



**FOR ADDITIONAL INFORMATION CONTACT:**

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