

# Separator Sheet

File Contents: Discovery Channel Project

Denton Convention and Visitor Bureau

## Discovery Channel

→ Karen Vargas, assoc. producer for  
"Discover America" ~~show~~ show on channel (Travel)

- exploring idea of coming out to Denton  
to possibly film a documentary  
6-8 minutes

- spending (sponsored spots)

\$250,000 to \$385,000 on production

\* - send a copy of the videos overnight

- To get there Tuesday morning

→ Karen Vargas

Teaching Learning Network

524 Datura St.

West Palm Beach, FL 33401

561/655-2344

- Sponsors (Chevrolet) pay for the show

- Travel expenses are about \$3,000

so, trade out for in-kind services  
(food, hotel)

- Preproduction Cost \$14,500,

but they can go to another source  
for funding

02/22/2001 12:41 00

WTLN

PAGE 01

524 Datura Street  
West Palm Beach, FL 33401  
Phone: (561) 655-2344  
Fax: (561) 655-3288

## Teaching Learning Network

# Fax

**To:** Christine Gossett **From:** Karen Vargas, Associate Producer

**Fax:** 940-382-6287 **Pages:**

**Phone:** 940-382-7895 **Date:** February 22, 2001

**Re:** Press Release/Sponsorship Letter **Cc:**

Urgent     For Review     Please Comment     Please Reply     Please Recycle

Please find attached a press release for your review and necessary revisions that has been helpful to many of our destinations in helping to secure funds. At your discretion, it is suggested that the editorial content be run as-is in your local paper.

Also attached is a Sample Sponsorship letter with a Summary of Benefits afforded to your Underwriter of Pre-Production Costs, who will expect to receive marketing and economic benefits that are provided for them from your nationally broadcast episode.

You will find that your segment's pre-production typically will have a wide range of cost-share contributions, and in-kind contributions from public/private organizations and individuals who can provide resources to support your participation.

Many of our community programs would not exist if not for the dedicated support generously provided by these cooperative community members and this will speak to their strength and spirit of collaboration for your project.

# The Palm Beach Tribune

Florida www.pbt.com

Wednesday, June 9, 2000

\$2.50 per week home delivered

## West Palm Beach Considered For National Television Series "DiscoverAmerica"

WEST PALM BEACH-- Move over Miami, West Palm Beach is looking to steal some of the limelight.

West Palm Beach is one of four communities currently under consideration for inclusion in the national television series about Florida's coast.

The producers of the series "DiscoverAmerica" called the West Palm Beach Chamber of Commerce about featuring the city in a program on "America's Hidden Jewels".

Often overshadowed by other jewels of the Florida coast, the city is the only coastal community under consideration for the program.

"This is a major opportunity," chamber director Pam McGraw remarked. The 30-minute broadcast would include a 5-6 minute segment profiling West Palm Beach and all it has to offer.

McGraw adds, "Leveraging our local strengths, attractions and projects for effect are important in their own rights, with tourism viewed as just one collateral benefit on par with promoting the quality of life for our residents. By using the show as a voice of our community the exposure of multiple airings on National television will have a significant impact on our long-term plans for economic development and tourism. The direct response from this show will be a powerful force and will lead to tangible results 1. By helping our businesses, 2. Making a great story about our region's past and activities, a significant attraction for visitors, 3. Increasing community pride and a strong sense of place and 4. Increasing visitors and the lengths of their stay for non-local audiences".

The Teaching Learning Network, which produces PBS' *Traffside, Make Your Own Adventure* and three other nationally aired programs, distributes the

*DiscoverAmerica* program a number of times nationally through Travel Channel subscriber networks.

The episode will focus on how the community has maintained its historic character while addressing the numerous economic developments that have taken place and developments needed to maintain a viable community heading into the 21<sup>st</sup> century.

There is just one catch.

The Chamber has to come up with pre-production costs associated with research, scripting, internet development, and mechanical layout and design for full-page time in ads that run in multiple publications featuring our area. This amounts to \$14,500 plus \$1000 travel expenses for the film crew, which can be worked out in-kind services. The rest of the episode, budgeted at over \$350,000, will be paid for by corporate sponsors.

And though \$17,500 may not seem like much, the Chamber was scheduled to hold a luncheon at noon a week from today to find out whether its members are interested in being highlighted in the program.

"We're getting together with our larger Chamber businesses and from all sources to see if we can raise the money locally," McGraw said. "And we're also in contact with the Florida Department of Tourism about getting some matching funds."

McGraw added, "tourism requires a business-like approach to marketing including correcting such significant deficiencies as lack of funding, and the failure to coordinate and implement private and public programs designed to increase tourism and visitor spending. Modest marketing budgets will put West Palm Beach at a serious competitive disadvantage! This disadvantage will only intensify in the future, as more and more destinations-locally, nationally and

internationally- increase their budgets and sophistication behind their marketing efforts. West Palm can compete effectively on the national and even international stage. However, to do so we must develop a strong working partnership with all public and private agencies, organizations and businesses."

She said the Chamber is thrilled the city was selected for inclusion in the program. "We're very excited that they are considering us because West Palm Beach is a select place," McGraw said. "There are a lot of things that people who are outside of here see as "Wow, I never knew about this," McGraw said.

Brian Stone, the program's Associate Producer, said he selected West Palm Beach in part because of its rich history, cultural diversity, and also because he's a huge Panther fan.

"The whole story will weave together showcasing your features and attractions and introduce millions of viewers to your area in an entertaining and informative format," he said. "We really want to come in when you have a featured attraction".

"Any money that the Chamber sinks into the program would surely be worth it from a public relations standpoint", McGraw said. "There's just no dollar amount you can put on the kind of exposure this is," she said. "It's not a direct sale. However, it is a great opportunity for organizations to get a tangible incorporation into the show with soft exposure and special thanks in the credit roll, among other benefits.

When I was in Tampa we had Evening Magazine come out and I can't tell you how it ups the interest in the area. And that was just a regionally distributed program."

### Sample Sponsorship Letter For Pre-production Expense

Dear Colleague:

We are proud to announce the Teaching Learning Network has asked for our participation in the 15<sup>th</sup> season of *DiscoverAmerica*, considered the most comprehensive quality-of-life and travel show on national television today. Our segment will focus on how our community has maintained its historic character while addressing tourism and the economic developments that have taken place.

At present, they have obtained the necessary \$350,000 in production dollars from their corporate underwriters to produce our 5-6 minute segment as part of a 30-minute episode. Our participation is \$14,500 plus minimal travel expensed for a crew of 3-4 people not to exceed \$3,000. Underwriting this special project will help defray certain pre-production costs not covered under the production budget such as, mechanicals for our national print ad campaign and internet integration, as well as scripting and research.

Should you be included as an underwriter for pre-production costs, in return we would like to offer you the opportunity to fill a title position with a marketing package centered around a 5-7 second sponsorship message spot on this Discovery Network Travel Channel episode, aired multiple times nationwide, backed by extensive print, on-line integration and other cross-promotional components. Appropriate product or services could be contained in the editorial content of the episode. Please see the summary of attached benefits for further details. If this sounds like a project you would like to partner with us on please contact me at 940-382-7895 for more information.

As the producers of the PBS series *Trailside: "Make Your Own Adventure®"* and *Bridge to One World*, and other nationally aired programs, the Teaching Learning Network's long standing tradition of entertaining and informative programming ensures quality content that has won them many awards and accolades including the Telly Bronze Award, The Golden Apple Award and numerous Emmy nominations.

We look forward to joining you in collaboration with this most exciting project.

Sincerely,

Christine Gossett  
Vice President



*teaching learning network*

## ***Discover America***

### **SUMMARY OF BENEFITS**

*Discover America* is considered the premier travel series on national television today. Through 15 seasons of production, *Discover America* has established a reputation for informative and entertaining award winning programming. Extensive underwriting by our major national sponsors provide the following benefits for series:

#### **Show Format**

Each 30-minute episode entertainingly describes delightful vacation, cultural and business opportunities across the world. Each show contains special features and benefits of each destination and provides viewers with the ability to access information about any area visited by our production crews.

#### **National Television Distribution**

**Participant**—*Discover America* is available to over 80 million HH's via the Discovery Network's Travel Channel. Each episode airs across the country multiple times. Each broadcast episode includes marketing and direct-response information.

**Underwriter of Pre-Production Costs**-- We will include special sponsor tags as well as opening and closing Billboards featuring "Special thanks to..". You also have the option to include a Representative from your Organization as a guest on this episode. Underwriters of pre-production receive 5-7 second sponsorship messages. Appropriate product may be contained in the editorial content of the episode.

#### **Broadcast Quality Video**

**Participants**-- retain non-exclusive distribution and rebroadcast rights to the episode with the option of retaining raw footage utilized during production. Video shot by our award-winning crews is ideal for marketing, development and public information purposes.

**Underwriter of Pre-Production Costs--** Inclusion in opening and closing Billboards sponsor tags are an option. Underwriter participants will be featured on the participant's video master. You have the option to receive your own video master customized to your organization's need.

#### **National 4C Print Advertising**

**Participants--** Promoted in national publications that best relate to the specific episode content, each participant receives a full-page tune-in ad. Publications we have worked with include: *US News & World Report, Fortune, Travel & Leisure and Redbook*, to name a few. Press releases are also distributed announcing your selection as a participant in the *DiscoverAmerica* television series.

**Underwriter of Pre-Production Costs--**inclusion of logo and direct response information in national print campaign as well as all regional and national press releases.

#### **WorldWide Web**

**Participants--** Inclusion in the series website. Features, amenities and marketing information of the participants and sponsors are made available to millions of Internet users worldwide. This information remains on-line for one (1) year with hyper-link to your site and other related sites.

**Underwriter of Pre-Production Costs--** you would be included on our website as an underwriter with a special write-up of up to 200 words and hyper linked to your website with banner.

#### **Quality Production**

*Teaching Learning Network* has visited over 4,500 destinations across the U.S., Canada, Mexico, Europe and much of the Caribbean. More than 2,500 of our clients have been local, state and county and federal government agencies, along with ministries of tourism from around the world. The production of your episode in the *DiscoverAmerica* series ensures that you will receive the benefits of our award-winning tradition.

**DiscoverAmerica** is underwritten by our national sponsors. Because of extensive corporate underwriting, we look to your collective sponsors to develop a strong working partnership with us to defray only a portion of certain pre-production costs associated with research, scripting, Internet development, print mechanical layout and design which amounts to \$14,500 (plus travel expenses for a crew of 3-5 people not to exceed \$3000).

524 Datura Street  
West Palm Beach, FL 33401  
Phone: (561) 655-2344  
Fax: (561) 655-3286

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Vice President



*teaching learning network*

## **Discover America**

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524 Datura Street  
West Palm Beach, FL 33401  
Phone: (561) 655-2344  
Fax: (561) 655-3288

**Teaching Learning Network**

**Fax**

*Patricia Rogers  
561/655-2344*

<b>To:</b> Christine Gossett, VP	<b>From:</b> Karen Vargas, Associate Producer
<b>Fax:</b> 940-382-6287	<b>Pages:</b>
<b>Phone:</b> 940-382-7895	<b>Date:</b> 1/12/01
<b>Re:</b> DiscoverAmerica	<b>CC:</b>

Urgent     For Review     Please Comment     Please Reply     Please Recycle

I enjoyed learning a bit more about Denton and am excited about the possibility of sending one of our *DiscoverAmerica* crews on location to capture its essence for our series.

I want to reiterate, that the final decision as to the full production is not up to me. The information you send us will be formulated into a presentation to the editorial committee consisting of station representatives and our sponsors.

Again, your only contribution to the production is \$14,500 and minimal travel expenses not to exceed \$3,000 of which will be billed after the shoot is completed. As a reference point, each episode is budgeted at \$325,000, which includes production, distribution and promotion. Your 5-6 minute feature in this episode has been tentatively reserved pending committee review.

*would have to get*

*Sponsors, we solicit Discovery Channel provides us w/ letters to use*

We very much want to take advantage of the funds our underwriters have allocated for this episode and hope to receive your information prior to our next editorial content meeting. This will allow us to move to the next step in making this presentation.

I look forward to receiving your information and will call once I've had an opportunity to review it.

*→ Discovery Channel wants to do this and we fill out a questionnaire and they leave it up to us to get the pre-production cost from sponsors.*

*→ They can give us a tape and we can do different voiceovers to gear it toward Econ. Dev. or whatever.*



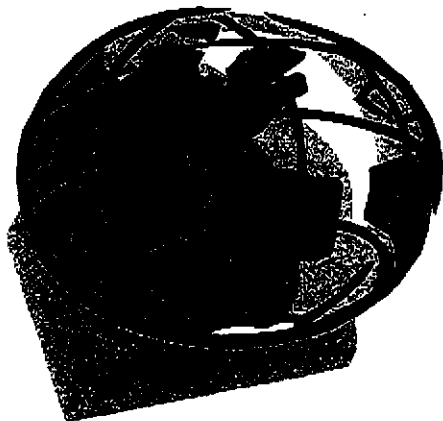
*teaching learning network*

## SUMMARY OF BENEFITS

*DiscoverAmerica* is considered the premier travel series on television today. Through 14 seasons of production, *DiscoverAmerica* has established a reputation for informative and entertaining award-winning programming. Extensive underwriting by our major national sponsors provide the following benefits for series participants:

- 1. National Television Distribution** -- *DiscoverAmerica* is available to over 80 million HH's via nationally syndicated television. This specific episode airs across the country with a minimum of one re-run. Each broadcast of this episode includes marketing and direct-response information.
- 2. Broadcast Quality Video** -- *DiscoverAmerica* participants retain non-exclusive distribution and rebroadcast rights to the episode with the option of retaining raw footage utilized during production. Video shot by our award-winning crews is ideal for marketing, development and public information purposes. We also have the ability to customize this video with your corporate logo.
- 3. National 4C Print Advertising** -- *DiscoverAmerica* is promoted in national publications that best relate to the specific episode content. Your logo is included in a full page tune-in ad. Publications we have worked with include: *US News & World Report*, *Fortune*, *Travel & Leisure* and *Redbook*, to name a few. Press releases are also distributed announcing your participation in the *DiscoverAmerica* television series.
- 4. WorldWide Web** -- Inclusion in the *DiscoverAmerica* television series web site. Your features, amenities and marketing information, along with your logo, are made available to millions of Internet users worldwide. This information remains on-line for one (1) year with hyper-link to your site and other related sites.
- 5. Quality Production** -- *DiscoverAmerica* has visited over 4,500 destinations across the U.S., Canada, Mexico, Europe and much of the Caribbean. More than 2,500 of our clients have been local, state and county government agencies, along with ministries of tourism from around the world. This experience ensures that this episode receives the benefits of our award-winning tradition.

*DiscoverAmerica* is underwritten by our national sponsors. Your participation for inclusion in a 5-6 minute segment is \$14,500 (plus minimal travel expenses for a crew of 2 to 3 people not to exceed \$3,000) to defray certain pre-production costs such as mechanicals for both the website and tune-in ad, as well as research and scripting.



# DiscoverAmerica

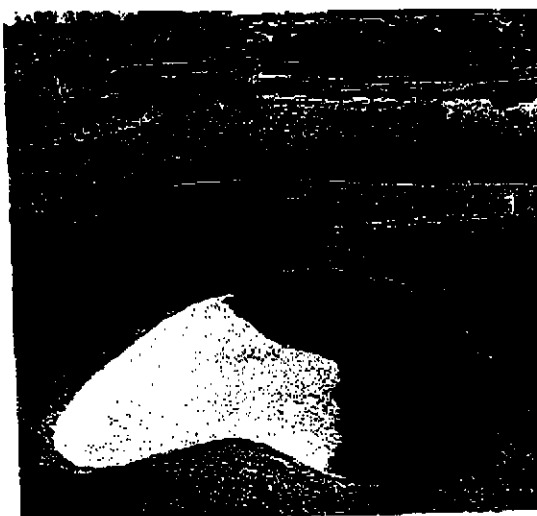


## Show Format

Each 30-minute episode entertainingly describes delightful vacation, cultural and business opportunities across the country. Each show contains special features and benefits of each destination and provides viewers with the ability to access information about any area visited by our production crews.

This nationally sponsored and carefully researched series utilizes the resources and ideas of the travel industry's leading experts in the promotion of recreation, business, active living and resort destinations.

*DiscoverAmerica* traditionally is produced on location and has visited over 4,500 destinations across the United States and Canada, Mexico, much of the Caribbean along with many European Destinations. The award winning tradition continues...





## DiscoverAmerica

*Discover America's* visual voyage of rediscovery continues making travel come alive. Within the 30-minute national television show you can experience soaring mountains, piercing brilliant sky, winding rivers flowing past historical cities and communities giving new meaning to homespun hospitality.

*DiscoverAmerica's* unique blend of informative and entertaining programming has earned its producers numerous awards and worldwide acclaim.

For fourteen seasons *DiscoverAmerica* has established a tradition of excellence in the television travel genre. From the top of the Mayan temples in Belize to the bottom of the sea in the Florida Keys, *DiscoverAmerica* has guided millions of loyal viewers on its weekly sojourns. No destinations or community is too small or large to be part of this voyage. With well over 4,500-featured stories complete, *DiscoverAmerica* specializes in capturing the uniqueness of each featured destination.

Business travelers have grown to depend on *DiscoverAmerica* to focus on their special needs. From large convention centers to intimate meeting facilities, from exclusive fitness centers to relaxing spas, *DiscoverAmerica* explores options travelers and travel agents alike are looking for in alternative destinations.

*DiscoverAmerica* keeps its finger on the pulse of travel industry and an eye on the ever changing needs of the vacation and business traveler. For this reason, Hyatt Regency International, Westin South Coast Plaza, Kona Village and Sheraton Resorts International (to name a few of the world-class resorts that have participated in the series) have turned to our talented producers for their expertise in developing full feature segments for our international viewing audiences.

Furthering our commitment to discovering and documenting the best in travel and tourism across the Americas, *DiscoverAmerica* has set yet another course for adventure. Our crews have hit the road to discover the best of what the world has to offer. The journey continues...







## *Discover America*

### DISTRIBUTION

*Like the need for food and shelter, the urge to see the world is a powerful human instinct. At over \$4 trillion, that need has made Travel and Tourism one of the largest industries in the world.*

#### **Coveted Audience Demographics for Discovery's Travel Channel**

- Upscale and affluent: 55% more likely to earn \$60,000 or more.
- Family-oriented. Health-conscious.
- Traveled for business or pleasure at least twice in the past year.
- Educated, professional men and women between the ages of 25-54 who enjoy a year-round healthy, active lifestyle.

#### **Subscribers rank the Travel Channel among the top five mid-sized cable networks for quality**

- 31% of U.S. Households tune into the Travel Channel during the day and 27% tune into a prime-time CTV show.

#### **A Quality Programming Environment**

- **Greater name recognition.** 72% of viewers could name one or more underwriters.
- **Higher perceived product quality.** 77% of viewers perceive these underwriters as having a commitment to quality and excellence.
- **Positive corporate/brand image.** 82% of viewers perceive national underwriters as industry leaders.
- **Loyal viewers.** 51% are inclined to purchase underwriters' products and services in recognition of their support.



## Teaching Learning Network Awards & Honors

### "TRAILSIDE: MAKE YOUR OWN ADVENTURE" PBS Outdoor Adventure Series Awards

1999 Telly Bronze Award  
"Glacier Hiking In Alaska"

1996 Emmy Award Nomination  
Outstanding Directing in a Service Show  
Matt Cohen & Mark Manucci

1996 Gold Apple Award  
National Educational Media Network  
"Thru-Hiking the Appalachian Trail"

1996 Outdoor Writers Association Award  
"Rock Climbing the Adirondacks"

1995 Outdoor Writers Association Award  
"Climbing Mt. Ranier"

1996 Emmy Award Nomination  
Outstanding Directing in a Service Show  
David Conover

1995 Parent's Choice Approval  
"For high entertainment, educational and production values"  
"Family Mountain Biking in South Dakota"

1995 Silver Apple Award  
National Educational Media Network  
Sports & Leisure category

1994 Houston International Film & Video Festival  
Gold Award  
How-To & Instructional category

### "DISCOVER AMERICA" Travel Series Awards

1995 Telly Award  
The Bahamas

1994 Telly Award Finalist  
American Hawaii Cruises

1994 Telly Award Finalist  
Special Edition

1992 Best New Feature Series  
Fort Lauderdale Film Festival

1992 Accreditation by the  
President's Jubilee Commission

1992 Commission by U.S. Library of Congress  
To commemorate the Columbus Quincentenary

### KIDS' CAFE Children's Cooking Series

1996 Telly Award Finalist  
"Munchkin Mania"

1996 Telly Award Finalist  
"Incredible Shrinking Thad"

1995 Telly Award Finalist  
"Pizza Delizioso"



teaching learning network

January 19, 2001

Christine Gossett  
Denton Convention and Visitors Bureau  
414 Parkway  
PO Drawer P  
Denton, TX 76202-1719

Dear Christine:

We are excited about the possibility of featuring *Denton* in the 14<sup>th</sup> season of our national television series *DiscoverAmerica*. *DiscoverAmerica* focuses on the fascinating places and institutions that have interesting stories to tell. Our editorial and production staffs think a story on your area would be of interest to our national audience. You will be featured individually and will receive your own edited broadcast quality master tape of your episode, customized with front and rear bumpers. As with print, videos will contain direct response information supplied by you.

This episode is budgeted at over \$325,000. We have the majority of preproduction dollars in place. We look to you to defray only the preproduction costs in the amount of \$14,500 (plus minimal travel expenses for a crew of 3 to 4 people not to exceed \$3,000).

TLN's experience producing national and international programming ensures the creation of a quality program that we believe will surpass your expectations. During our highly targeted print campaign, our public relations department will work closely with you to determine placement, timing and demographic audience, giving this episode the best possible exposure. This effort is designed to increase ratings for our stations and sponsors as well as lend a boost to the marketing strategies of our participants.

I am enclosing a sample sponsor letter and sample press releases that might be helpful in your fundraising efforts. I will call you shortly to discuss this project. In the interim, please feel free to call if you have any questions. Thank you for your time and I look forward to working with you.

Sincerely,

  
Patricia Rogers  
Director of Programming

Dear Colleague:

Please find enclosed information about the **Denton Convention and Visitors Bureau**. We are proud to announce the Teaching Learning Network has asked for our participation in the award-winning travel series *DiscoverAmerica* from the folks that create the **PBS** series, *Trailside: Make Your Own Adventure®*, the longest running environment friendly "how-to" adventure series to date. Each *DiscoverAmerica* episode entertainingly describes delightful vacation, recreational, cultural and business opportunities across the U.S, Canada and the Caribbean. At present, they have obtained the necessary \$350,000 in production dollars from their corporate underwriters to provide funding for our segment slated for the *DiscoverAmerica* series, featuring the **Denton** area. The segment will focus on how the community has maintained its historic character while addressing the numerous economic developments that have taken place as we head into the 21<sup>st</sup> century.

**Denton's** participation is \$14,500, plus minimal travel expenses for a crew of 2-3 people not to exceed \$3,000. Underwriting this special project will defray certain pre-production costs such as mechanicals for our national print ad campaign and Internet integration, as well as scripting and research.

Through 14 seasons of production, the Teaching Learning Network's long standing tradition of entertaining and informative programming ensures quality content that has won them many awards and accolades including the Telly Bronze Award, The Golden Apple Award and numerous Emmy nominations.

Should you be included as an underwriter for pre-production costs the following attached benefits are also afforded to you. If this sounds like a project you'd like to partner with us on please contact me at 940-382-7895 for more information.

We look forward to collaborating with you in this most exciting project.

Sincerely,

Christine Gossett  
VP, Convention and Visitors Bureau



*teaching learning network*

## SUMMARY OF BENEFITS

*DiscoverAmerica* is considered the premier travel series on television today. Through 14 seasons of production, *DiscoverAmerica* has established a reputation for informative and entertaining award-winning programming. Extensive underwriting by our major national sponsors provide the following benefits for series participants:

**1. National Television Distribution** -- *DiscoverAmerica* is available to over 80 million HH's via nationally syndicated television. This specific episode airs across the country with a minimum of one re-run. Each broadcast of this episode includes marketing and direct-response information.

**2. Broadcast Quality Video** -- *DiscoverAmerica* participants retain non-exclusive distribution and rebroadcast rights to the episode with the option of retaining raw footage utilized during production. Video shot by our award-winning crews is ideal for marketing, development and public information purposes. We also have the ability to customize this video with your corporate logo.

**3. National 4C Print Advertising** -- *DiscoverAmerica* is promoted in national publications that best relate to the specific episode content. Your logo is included in a full page tune-in ad. Publications we have worked with include: *US News & World Report, Fortune, Travel & Leisure and Redbook*, to name a few. Press releases are also distributed announcing your participation in the *DiscoverAmerica* television series.

**4. WorldWide Web** -- Inclusion in the *DiscoverAmerica* television series web site. Your features, amenities and marketing information, along with your logo, are made available to millions of Internet users worldwide. This information remains on-line for one (1) year with hyper-link to your site and other related sites.

**5. Quality Production** -- *DiscoverAmerica* has visited over 4,500 destinations across the U.S., Canada, Mexico, Europe and much of the Caribbean. More than 2,500 of our clients have been local, state and county government agencies, along with ministries of tourism from around the world. This experience ensures that this episode receives the benefits of our award-winning tradition.

*DiscoverAmerica* is underwritten by our national sponsors. Your participation for inclusion in a 5-6 minute segment is \$14,500 (plus minimal travel expenses for a crew of 2 to 3 people not to exceed \$3,000) to defray certain pre-production costs such as mechanicals for both the website and tune-in ad, as well as research and scripting.

# The Palm Beach Tribune

Florida [www.pbp.com](http://www.pbp.com)

Wednesday, June 9, 2000

\$2.60 per week home delivered

## West Palm Beach Considered For National Television Series "DiscoverAmerica"

WEST PALM BEACH-- Move over Miami, West Palm Beach is looking to steal some of the limelight.

West Palm Beach is one of four communities currently under consideration for inclusion in the national television series about Florida's coast.

The producers of the series "DiscoverAmerica" called the West Palm Beach Chamber of Commerce about featuring the city in a program on "America's Hidden Jewels".

Often overshadowed by other jewels of the Florida coast, the city is the only coastal community under consideration for the program.

"This is a major opportunity," chamber director Pam McGraw remarked. The 30-minute broadcast would include a 5-6 minute segment profiling West Palm Beach and all it has to offer.

McGraw adds, "Leveraging our local strengths, attractions and projects for effect are important in their own rights, with tourism viewed as just one collateral benefit on par with promoting the quality of life for our residents. By using the show as a voice of our community the exposure of multiple airings on National television will have a significant impact on our long-term plans for economic development and tourism. The direct response from this show will be a powerful force and will lead to tangible results 1. By helping our businesses, 2. Making a great story about our region's past and activities, a significant attraction for visitors, 3. Increasing community pride and a strong sense of place and 4. Increasing visitors and the lengths of their stay for non-local audiences".

The Teaching Learning Network, which produces PBS' *Trailside*, *Make Your Own Adventure* and three other nationally aired programs, distributes the *DiscoverAmerica*

program a number of times nationally through Travel Channel subscriber networks.

The episode will focus on how the community has maintained its historic character while addressing the numerous economic developments that have taken place and developments needed to maintain a viable community heading into the 21<sup>st</sup> century.

There is just one catch.

The Chamber has to come up with pre-production costs associated with research, scripting, Internet development, and mechanical layout and design for full-page tune in ads that run in multiple publications featuring our area. This amounts to \$14,500 plus \$3000 travel expenses for the film crew, which can be worked out in-kind services. The rest of the episode, budgeted at over \$350,000, will be paid for by corporate sponsors.

And though \$17,500 may not seem like much, the Chamber was scheduled to hold a luncheon at noon a week from today to find out whether its members are interested in being highlighted in the program.

"We're getting together with our larger Chamber businesses and from all sources to see if we can raise the money locally," McGraw said. "And we're also in contact with the Florida Department of Tourism about getting some matching funds."

McGraw added, "tourism requires a business like approach to marketing including correcting such significant deficiencies as lack of funding, and the failure to coordinate and implement private and public programs designed to increase tourism and visitor spending. Modest marketing budgets will put West Palm Beach at a serious competitive disadvantage. This disadvantage will only intensify in the future as more and more

destinations-locally, nationally and internationally- increase their budgets and sophistication behind their marketing efforts. West Palm can compete effectively on the national and even international stage. However, to do so we must develop a strong working partnership with all public and private agencies, organizations and businesses."

She said the Chamber is thrilled the city was selected for inclusion in the program. "We're very excited that they are considering us because West Palm Beach is a select place," McGraw said. "There are a lot of things that people who are outside of here see as "Wow, I never knew about this," McGraw said.

Brian Stone, the program's Associate Producer, said he selected West Palm Beach in part because of its rich history, cultural diversity, and also because he's a huge Panther fan.

"The whole story will weave together showcasing your features and attractions and introduce millions of viewers to your area in an entertaining and informative format," he said. "We really want to come in when you have a featured attraction".

"Any money that the Chamber sinks into the program would surely be worth it from a public relations standpoint", McGraw said. "There's just no dollar amount you can put on the kind of exposure this is," she said. "It's not a direct sale. However, it is a great opportunity for organizations to get a tangible incorporation into the show with soft exposure and special thanks in the credit roll, among other benefits.

When I was in Tampa we had Evening Magazine come out and I can't tell you how it ups the interest in the area. And that was just a regionally distributed program."

# Television producers 'discover' Essex

ESSEX — The producers of the series "Discover America" called the town of Essex about featuring Essex in their television series "Discover America."

"This is a major opportunity," coordinator of the project Bill Raus, remarked. According to Raus, the 30-minute broadcast would include a five- or six-minute segment profiling the town of Essex.

"Leveraging our local strength, attractions and projects for effect are important to their own fight, with tourism viewed as just one collateral benefit on par with promoting the quality of life for our residents. By taking the show as a voice of our community, the exposure of multiple airing on national television will have a significant impact on our long-term plans for economic development and tourism. The direct response from the show will be a powerful

force and will lead to tangible results such as helping our businesses, making a great story about our region's past and activities, a significant attraction for visitors, increasing community pride and a strong sense of place and increasing visitors and the length of their stay for non-local audiences," said Raus.

The Teaching and Learning Network, which produces PBS's "Trailside," "Make Your Own Adventure" and three other nationally aired programs, distributes the Discover America program a number of times nationally throughout the Discovery Network's Travel Channel.

According to Raus, the episode will focus on how the community has maintained its historic character while addressing the numerous economic development needs that have taken place and development needs to

maintain a viable community heading into the 21st century.

There is just one catch: The town has to come up with pre-production costs associated with research, scripting, internet development and mechanical layout and design for full-page (use-in ads that run in multiple publications featuring the area. This amounts to \$14,500 plus \$3,000 travel expenses for the film crew, which can be worked out with in-kind services. The rest of the episode, budgeted at over \$50,000, will be paid for by corporate sponsors.

"Although \$17,500 may not seem like much, we will be getting together with our larger chamber businesses and from all together to see if we can raise the money locally," Raus said. "We are also in contact with the I Love NY campaign about some funding."

Raus added, "Tourism requires a business-like approach to marketing, including correcting such significant deficiencies in lack of funding and public programs designed to increase tourism and visitor spending. Modest marketing budgets will put Essex at a serious competitive disadvantage. This disadvantage will only intensify in the future as more and more destinations, locally, nationally and internationally, increase their budgets and sophistication behind their marketing efforts. Essex can compete effectively on the national and even international stage. However, to do so we must develop a strong working partnership with all public and private agencies, organizations and businesses."

From

June 30, 2000  
Hugoton, Kansas

## Stevens County May Be Targeted By Discover America Spotlight

Stevens County may be the featured city in a segment of the series "Discover America", announces Economic Development Administrator Neal Gillespie.

Gillespie, who is also mayor of Hugoton, explains, "This is a major opportunity for us". The 30-minute broadcast would include a six-minute segment profiling Stevens County and all it has to offer.

The Teaching Learning Network, which produces PBS' *Trailside, Make Your Own Adventure* and three other nationally aired programs, distributes the *Discover America* program a number of times nationally through Travel Channel subscriber networks.

"By using the show as the voice of our community, the exposure of multiple airings on national television will have a significant impact. The direct response from this show will be a powerful force and should lead to tangible results," Gillespie believes.

He sees four avenues of benefit for Stevens County as the result of such exposure: 1. Helping our businesses. 2. Making a great

story about our region's past and activities. 3. Increasing community pride, and 4. Increasing visitors.

"There is just one catch", warns Gillespie. "We have to come up with pre-production costs associated with research, scripting, Internet development, and mechanical layout and design for full-page tune-in ads that run in multiple publications featuring our area.

This amounts to \$14,500 plus \$3000 travel expenses for the film crew, which can be worked out with in-kind services. The rest of the episode, budgeted at over \$350,000, will be paid for by corporate sponsors."

One source of revenue could be the Kansas Department of Tourism which may grant matching funds.

Tom Johnson, the program's Associate Producer, said he selected Stevens County in part because we are sitting on top of huge gas fields and because of what is happening to those fields.

"The whole story will weave together showcasing your features and attractions and introduce millions of viewers to your area in an entertaining and informative format," says Johnson.

The show has the potential of reaching 80 million households, so if it gets a 5% audience, over four million households will learn about Stevens County.

"Any money that we sink into the program would surely be worth it from a public relations standpoint," comments Gillespie.

"There's just no dollar amount you can put on the

kind of exposure this is. It is a great opportunity for organizations to get a tangible incorporation into the show with soft exposure and special thanks in the credit roll, among other benefits."

*"The show has the potential of reaching 80 million households, so if we only get 5% audience, over 4 million households will learn about Stevens County."*

*Neal Gillespie, Hugoton Mayor*



From the  
**Richmond Register**

July 17, 2000  
Richmond, Kentucky

# National TV travel show eyes county

by **KARLA DOOLEY**  
Register News Writer

Discover America, a nationally syndicated television show, wants to help Americans discover Madison County.

"We like to highlight towns that are hidden jewels," said Jeanie Fernsworth, the show's senior producer. "Kentucky is just rich in history and charm."

The Richmond Chamber of Commerce has signed an agreement to help bring Discover America here and is in the process of getting six other partners to help pay for the show's pre-production costs and travel expenses, said Bob Rumpke, the chamber's executive director.

Once that's done and all the research, planning and paperwork are out of the way, a script will be written and a production crew will head for Madison County to film the show.

Discover America is a 30-minute travel show in its 14th season of production. The show, which is produced by the Teaching Learning Network, has visited 4,500 sites and appears on the Travel Channel as well as some public television stations.

Because the show does not normally air here, Rumpke said the Adelphia cable company has agreed to show it.

So far, Madison County Fiscal Court, Eastern Kentucky University and Bell

South Mobility have all signed on to help with the project. Among the possibilities for the other three partners are the city of Berea, the Richmond Area Arts Council, McDonald's of Richmond, Churchill Weavers, Bybee Pottery, Fort Boonesborough State Park and the White Hall State Historic House, Rumpke said.

Together the partners will pay \$14,500 in pre-production costs and up to \$3,000 travel expenses for the show.

In return, the partners will get a copy of the show as well as the raw footage used in its production. For one year, Madison County will also be featured on the show's web site. A full-page "tune in" ad will announce the Madison County episode in a national publication such as Redbook, US News & World Report or Fortune magazines.

"If you look at the trade-off ... it's going to cost you \$14,000 to \$15,000 to do a seven or eight-minute video," said Rumpke. "This way, we're getting a ... production crew and 80 million households out of it as well."

He said the chamber hopes to use the show as a tool to boost economic development and tourism.

"We're really trying hard to reinvest back into the community," he said.

Fernsworth said the show contacted the chamber two months ago after it finished filming another show in Kentucky. Glasgow's annual Highland Games are to be featured on an upcoming episode.

She said much of the editorial input comes from the groups that partner with the show.

"It's the community who writes the story," she said. "We're just there to facilitate getting the story out."

Rumpke said he hopes that the crew can film the episode this fall, when the leaves are turning.

"It's vibrant and active and beautiful (then)," he said.

He said that the arts and cultural community, Eastern Kentucky University, Berea College, the new arts and cultural center in Berea and the rich history of Daniel Boone may be featured on the show, as well as some of the area golf courses.

"It's a really great opportunity for Madison County," Rumpke said.

From the  
**Press Republican**

July 15, 2000  
Essex, New York

Community ~~Press-Republican~~

Saturday, July 15, 2000 AS

# Essex center stage?

## TV network proposes tour of historic town for airing

By **STEPHEN BARTLETT**  
Staff Writer

**ESSEX** — The Town of Essex hopes for a boost in business, community pride and visitors with the community's possible feature on "DiscoverAmerica."

The producers of the cable-television series contacted the town about featuring Essex.

"It's just a drop-dead gorgeous community," said Brian Stone, associate producer of the Teaching Learning Network, which produces PBS's "Trailside," "Make Your Own Adventure" and three other nationally aired programs.

It also distributes the "DiscoverAmerica" program nationally through the Discovery Network's Travel Channel.

"We go into these areas and try to give them a hand," Stone said.

### Town must pay some costs

The town must come up with \$17,500 to cover preproduction costs associated with research, scripting, Internet development and mechanical layout and design for full-page ads featuring Essex that run in multiple publications.

The rest of the episode, budgeted at between \$350,000 and \$450,000, will be paid for by corporate sponsors.

Stone said the exposure will

help promote the area. Their Web site gets more than 50,000 hits a month, he noted, and tune-in and print ads will also feature Essex.

But Essex must come up with the money quickly, he said.

"I get money from sponsors and would hate to have to give it back," he said. "We figure this is a boost for them (Essex) and will help economic growth."

Essex resident William Raus, who is the local project coordinator, said this is a "major opportunity" for Essex.

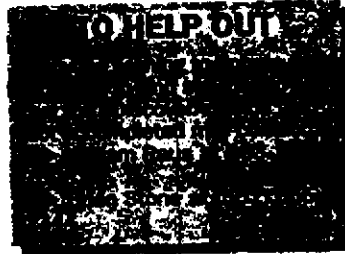
The town will meet with larger Chamber of Commerce businesses and will also contact the "I Love New York campaign" about possible funding.

Some residents have offered in-kind services, such as places for crews to stay, meals for crew and transportation.

### Payback in exposure

As Raus sees it, the show would help the town in four ways:

- ▶ Boost businesses.
- ▶ Make a great story about the



region's past and activities, a "significant attraction to visitors."

▶ Increase community pride and a strong sense of place.

▶ Increase visitors and the length of

stay for non-local audiences.

"Any money that we sink into the program would surely be worth it from the public-relations standpoint," Raus said in a press release. "There's just no dollar amount you can put on the kind of exposure this is."

Organizations donating money will get a special thanks in the show's credit roll and will be included in logos and tune-in ads.

### Fall filming eyed

Stone said a research department and interns find places like Essex and pitch them to him. Essex was selected, in part, because of its rich history and cultural diversity.

He then brings the proposal to an editorial-content meeting and becomes the "drama queen" to get approval.

Ideally, they would like to film

when the town has an event. September and October are possible months, said Stone, since he knows "fall is beautiful there."

Scripting takes about two to three months. Once production is concluded, the sponsors decide when to air the program. It's a 30-minute broadcast that would include a five-to-six-minute segment profiling Essex.

The episode will focus on how the community has maintained its historic character while addressing the numerous economic developments that have taken place and balancing development needs to maintain a "viable community heading into the 21st century."

### Show will be repeated



The program will run for two years, airing every four to six months.

"By using the show as a voice of our community, the exposure of multiple airings on national television will have a significant impact on our long-term plans for economic development and tourism," said Raus.

"We like these little, charming, quaint communities," said Stone. "And how they stay that way, yet still remain economically responsible and grow."

Stephen Bartlett can be reached by e-mail: sbartlett@pressrepublican.com



*The Cypress is  
honored with the  
Urban Land Institute's  
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South Carolina  
29926

843-681-6789  
1-800-458-8585  
Fax: 843-689-2315

June 11, 1999

Mr. Steven Vocino  
Executive Producer  
Teaching Learning Network  
524 Datura Street  
West Palm Beach, FL 33401

Dear Mr. Vocino:

We want you to know how pleased we are with our experience with your company. Cyndi Demitruk, Mary Pat Lang, and David Williams did an excellent job with organizing things prior to shooting. We found Russ Heaps and Bob Lynch to be highly professional and we very much enjoyed working with them during the two days they were in Charlotte.

We look forward to seeing the final product and to the airing on Discover America.

Sincerely,

James P. Coleman

JPC:tcg

President

# South Dakota

Department  
of  
Tourism

June 1, 1998

Dudley Giersbrook/Frank Quinn  
Trailside, Make Your Own Adventure

711  
C. Wells  
Avenue

Dear Dudley and Frank,

Thank you for thinking of South Dakota as another possible filming site for your series. We enjoyed working with your crew in the past and always appreciate the opportunity to showcase our attractions nationally.

Para,  
South Dakota  
57501-3366

I am faxing you information about South Dakota's portion of the Lewis and Clark Trail. We would be interested in working with you to reveal the beauty of South Dakota's Missouri River and the recreational opportunities found there.

Please review the enclosed information. Our plan would be to canoe a portion of the trail, either on the natural river section, or on a huge reservoir. The scenery is wild, with vast views.

Phone  
605-773-3501  
Fax  
605-773-3266

If this idea interests you, let me know and I can send you images from the areas I would propose filming the project.

Thank you for your consideration.

Sincerely,



Mark Kayser  
Media Relations





May 28, 1999

Mr. Richard Loomis  
United States Chamber of Commerce  
1615 H Street, N.W.  
Washington, DC 20062

Dear Mr. Loomis:

Last year, a representative of the Teaching Learning Network ("TLN") contacted the D.C. Chamber of Commerce to discuss the inclusion of Washington, DC in a television series called DiscoverAmerica. TLN has produced over 130 episodes of DiscoverAmerica since it began in 1991. It enjoys a strong national following.

I recommended that the D.C. Chamber proceed with the project. A television crew visited Washington, DC in October 1998, and the production went very smoothly. Throughout the project, TLN staff worked closely with Sue Porter, our Director of Conventions & Tourism. TLN was very receptive to our needs and ideas. The team produced an excellent feature designed to give our city the greatest possible exposure.

We are very pleased with the results of our collaboration with TLN, and would be pleased to recommend their services to group which needs top flight video promotional services.

If you have any questions, feel free to contact me.

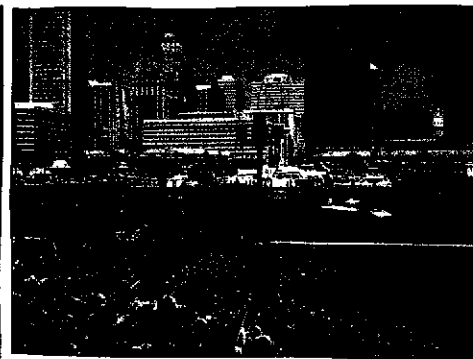
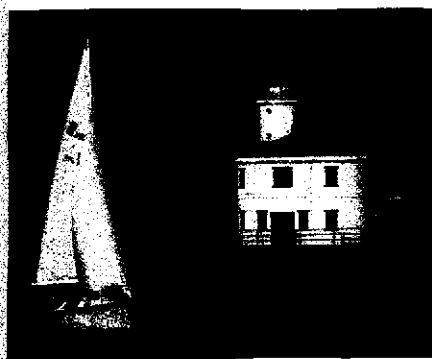
Sincerely,

Kwasi Holman  
Executive Vice President  
D.C. Chamber of Commerce

cc: Tawny Gaines



# Discover America



---

524 Datura Street \* West Palm Beach \* Florida 33401 \* 561.655.2344 \* Fax 561.655.3288

# Discover AMERICA

Special Edition • Discover Europe



Each week  
Discover America  
escorts viewers on a visual  
voyage to cultural, recre-  
ational and vacation desti-  
nations across the Americas.

This week continues our  
from the ocean, our  
Special Edition - Discover  
Europe's Gibraltar, a dis-  
cover Gibraltar, a land of  
incredible beauty, abundant  
the built-in history of  
Spain. We'll visit the Rock  
of Gibraltar, an island which  
has long been a land  
of an enduring symbol  
of strength.

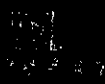
Gibraltar, with its  
diverse culture,  
rich history,  
coupled with the  
attractions and pleasures of  
modern day has proven to be  
a travel destination sought  
in all the world.



Come along as we  
Discover Europe.



For more information or an  
official Guide Book for Gibraltar,  
Email: [gbt1@gibnet.gi](mailto:gbt1@gibnet.gi) or  
[gibbunton@net.com](mailto:gibbunton@net.com)



PRODUCED IN ASSOCIATION WITH

CHECK YOUR LOCAL CABLE LISTINGS FOR A STATION IN YOUR AREA.

**DiscoverAmerica**, the award-winning series that takes viewers to the most inviting destinations throughout the United States, Canada, the Caribbean, and Europe is proud to feature:

**Annapolis & Anne**  
Arundel County, Maryland

**Greater Niagara Region**  
Buffalo, New York

**Foxwoods Resort and Casino**  
Mashantucket, Connecticut

**Bergen County Economic Development Corp.**  
Bergen County, New Jersey

**Blue Water County Convention Bureau**  
Port Huron, Michigan

**The Camp Recovery Centers**  
Scotts Valley, California

**Newton**  
Jasper County, Iowa

**Royal Olympic Cruises**  
New York, New York

More information about **DiscoverAmerica** can be found at the official **DA** web site: <http://www.datv.com>

Or by calling the **Teaching Learning Network** at (561) 655-2344.





# DiscoverAmerica

**Discover America's** visual voyage of rediscovery continues making travel come alive. Within the 30-minute national television show you can experience soaring mountains, piercing brilliant sky, winding rivers flowing past historical cities and communities giving new meaning to homespun hospitality.

**DiscoverAmerica's** unique blend of informative and entertaining programming has earned its producers numerous awards and worldwide acclaim.

For fourteen seasons **DiscoverAmerica** has established a tradition of excellence in the television travel genre. From the top of the Mayan temples in Belize to the bottom of the sea in the Florida Keys, **DiscoverAmerica** has guided millions of loyal viewers on its weekly sojourns. No destinations or community is too small or large to be part of this voyage. With well over 4,500-featured stories complete, **DiscoverAmerica** specializes in capturing the uniqueness of each featured destination.

Business travelers have grown to depend on **DiscoverAmerica** to focus on their special needs. From large convention centers to intimate meeting facilities, from exclusive fitness centers to relaxing spas, **DiscoverAmerica** explores options travelers and travel agents alike are looking for in alternative destinations.

**DiscoverAmerica** keeps its finger on the pulse of travel industry and an eye on the ever changing needs of the vacation and business traveler. For this reason, Hyatt Regency International, Westin South Coast Plaza, Kona Village and Sheraton Resorts International (to name a few of the world-class resorts that have participated in the series) have turned to our talented producers for their expertise in developing full feature segments for our international viewing audiences.

Furthering our commitment to discovering and documenting the best in travel and tourism across the Americas, **DiscoverAmerica** has set yet another course for adventure. Our crews have hit the road to discover the best of what the world has to offer. The journey continues...





# DiscoverAmerica

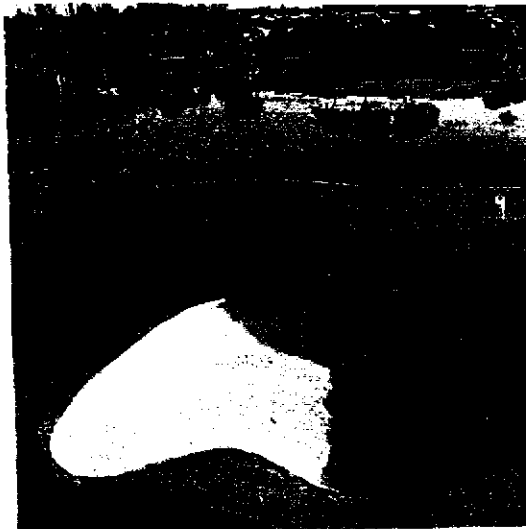


## **Show Format**

Each 30-minute episode entertainingly describes delightful vacation, cultural and business opportunities across the country. Each show contains special features and benefits of each destination and provides viewers with the ability to access information about any area visited by our production crews.

This nationally sponsored and carefully researched series utilizes the resources and ideas of the travel industry's leading experts in the promotion of recreation, business, active living and resort destinations.

***DiscoverAmerica*** traditionally is produced on location and has visited over 4,500 destinations across the United States and Canada, Mexico, much of the Caribbean along with many European Destinations. The award winning tradition continues...



**"DISCOVER AMERICA"**

**Your Television is Now  
Your Passport to Travel**



**Discover America  
is being brought  
to you by:**



Indiana Landmark Network



**"Leader to the Great Outdoors"**

**CRUISELINK PLUS**  
National Travel Agency Association

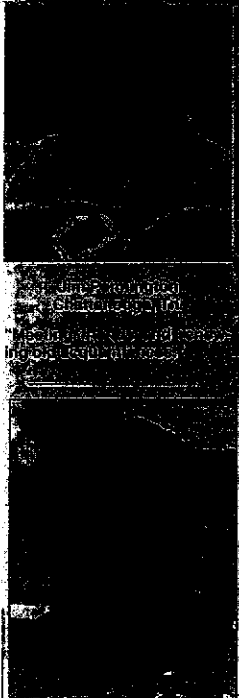
**"Vacation Planning at it's Best"**

# GLASGOW DAILY TIMES

### Inside:

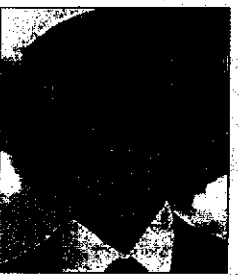
- **Local:** News from Glasgow and the region / 5
- **Health:** Decline reported in teen birth rate in Kentucky / 21

Vol. 111 No. 111      <http://www.glasgowdailytimes.com>      32 Pages • 3 Sections • 11



Mr. Gobran Halls, Prestofburg, KY.

"I think it is the favorite one we go to each year."



Everett Mackey, Nicholasville, KY.

"It's the way the community has made something by working together. And to think they're brave enough to host the international games is just unbelievable."



Discover America producer Russ Heaps and cameraman Edward Carr see lots of vacation getaways as they travel around the country capturing footage for the national television series.

## Many GHG visitors plan on returning for the 2001 International Games

The Glasgow Highland Games have become a major attraction for many visitors from around the world and are expected to draw a record number of people to the Games this year. The Highland Games are the most popular annual event in Glasgow and are held on the Glasgow Common. The Highland Games are a celebration of Scottish heritage and are held on the Glasgow Common. The Highland Games are a celebration of Scottish heritage and are held on the Glasgow Common. The Highland Games are a celebration of Scottish heritage and are held on the Glasgow Common.

## Discover America at the GHG

BY TAMMY HENSLEY  
Times Staff Writer

Discover America producer Russ Heaps and cameraman Edward Carr see lots of vacation getaways as they travel around the country capturing footage for the national television series.

But even they were impressed when they arrived in Glasgow on Friday afternoon to begin work on a segment which will highlight the 15th annual Glasgow Highland Games and include information on Mammoth Cave National Park and Barren River Lake State Resort Park.

"It's certainly larger in scope than I thought it would be. I was kind of pleasantly surprised there were so many participants," Heaps said Saturday morning as he and Carr waited for the children's activities to begin on the Games field. "Most communities have special events . . . but this is very much a signature event in Glasgow. Typically, we wouldn't put this much weight on an event."

About half of the six-minute segment featuring the Glasgow area will focus on the Highland Games, he said.

Carr planned to video most of the Games events, as well as other activities available at the state park on Saturday, and shoot some background material in



Discover America cameraman Edward Carr was at the Glasgow Highland Games on Saturday taping footage that will be used to promote the 2001 International Games.

Times photo by Ronnie Ellis

## SPORTS INSIDE



■ **Omega Force** uses strength as Christian witness

■ **Pike's Peek:** Amateurs do it for fun

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# Promoting the area

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Glasgow and Mammoth Cave National Park on Sunday.

The episode, which will likely air sometime before

Thanksgiving, should give viewers an idea of the size and scope of the community.

Heaps said.

Glasgow Mayor Charles Honeycutt, seated on the left as he watches the team.

Highlanders Pipe Band perform Sunday, and he was glad to

DiscoverAmerica decided to produce an episode about the area.

"It's going to really help publicize our (2001) International Games, and it's really good to promote our community," he said. "It'll be a good story about our community."

Honeycutt was scheduled to meet with Heaps and Carr on Sunday morning to talk to them about the Fort Williams Civil War battle site near Glasgow Municipal Cemetery.

Other interviewees included Bob Harrison, president of the Highland Games, and Ron Sweitzer, superintendent of Mammoth Cave National Park.

Glasgow/Barren County Chamber of Commerce executive director Bill Dearman worked with DiscoverAmerica, which is part of the Travel Channel based in West Palm Beach, Fla., to make arrangements for their visit.

"I think it's wonderful," he said. "They contacted us and said they wanted to come, and I'm just pleased."

Heaps said they decided to feature Glasgow and Barren County because of its close proximity to the national park and because of the state park.

"The Games were sort of an added bonus," he said.

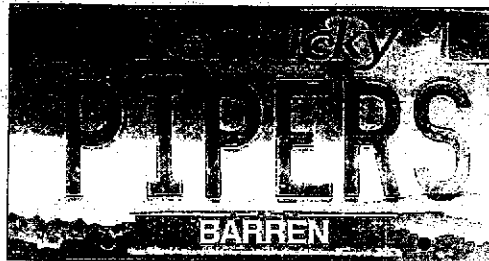
Editor's note: Locally, the Travel Channel is available on Glasgow Electric Plant Board's converter channel 44 (cable ready channel 65).



## Activities galore

Above, a sky diver drops onto the Games field during opening ceremonies. At right, a Barren Countian shows Scottish pride, while below, members of the Society for Creative Anachronism takes part in a medieval battle.

Times photos by Ronnie Ellis



# Opening day at the GHG

Continued from page 1

in Glasgow and Barren County.

A crowd estimated as high as 50,000 will attend the International Games just over a year from now. Next year's games will be only the third time that the International Games have been held in the United States. A wide variety of activities will be held on Sunday including an interdenominational worship service at 8:55 a.m.

Throughout the day there will be medieval re-enactment and

battle of Knights on mounted steeds, children's games, sheep dog demonstrations, performance by the Omega Force Strength Team, tug-of-war competitions, a parade of Tartans and lots more. See Sunday's calendar of Events below.

Anyone wanting to know more about the Highland Games and anyone who would like to volunteer to help with the 2001 International Games should contact any members of the GHG Board of Directors or call the GHG office at 651-3141.

### SUNDAY, JUNE 4, 2000

8:30 a.m.	ST. ANDREW'S & STRATHBARREN FIELDS OPEN Adults \$3.00, Child \$1.00 Two Day ticket - adult \$16.00
8:55 a.m.	INTERDENOMINATIONAL WORSHIP SERVICE
9:55 a.m.	MEDIEVAL RE-ENACTMENT AND BATTLE OF KNIGHTS ON MOUNTED STEEDS BEGIN
10:00 a.m.	CHILDREN'S SCOTTISH ATHLETICS ENTERTAINMENT TENTS OPEN and continues all day
	REGISTRATION FOR KILTED MILE, LADIES HAGGIS FOSS AND BONNIEST KNEES CONTESTS AT REVIEWING STAND
10:10 a.m.	SHEEP DOG DEMONSTRATION on Strathbarren Field
10:15 a.m.	KILTED MILE
	OMEGA FORCE STRENGTH TEAM PERFORMANCE
10:45 a.m.	LADIES HAGGIS FOSS THE KEITH HIGHLANDERS PIPE BAND PERFORMANCE
11:00 a.m.	THE 202nd ARMY BAND KENTUCKY NATIONAL GUARD PERFORMANCE
11:15 a.m.	BATTLE AXE PRACTICE THROWING SCOTTISH ATHLETICS - STRONGMAN CHALLENGE
	SCOTTISH COUNTRY DANCE WORKSHOP
11:30 a.m.	THE PHAROS RE-ENACTMENT
11:45 a.m.	SHEEP DOG DEMONSTRATION on Strathbarren Field
12:00 noon	BONNIEST KNEES CONTEST POLICE, SHERIFF & VOLUNTEER FIRE DEPT. TUG OF WAR CHALLENGE
	BANDS ROUNDABOUT ON ST. ANDREW'S & STRATHBARREN FIELDS FEATURING THE 202nd ARMY BAND KENTUCKY NATIONAL GUARD AND THE KEITH HIGHLANDERS PIPE BAND
12:15 p.m.	OMEGA FORCE STRENGTH TEAM PROGRAM
1:00 p.m.	PARADE OF TARTANS FEATURING ALL BANDS TUG OF WAR CHIEFTAIN CHALLENGE
1:45 p.m.	CHILDREN'S ACTIVITIES REGISTRATION HEROES TUG OF WAR
2:00 p.m.	CHILDREN'S GAMES BEGIN BATTLE AX CHALLENGE
2:15 p.m.	THE 202nd ARMY BAND KENTUCKY NATIONAL GUARD PERFORMANCE
2:30 p.m.	OMEGA FORCE STRENGTH TEAM PHAROS
3:45 p.m.	CHIEF OF GAMES CLOSING REMARKS

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## Teaching Learning Network Awards & Honors

**"TRAILSIDE:  
MAKE YOUR OWN ADVENTURE"**  
**PBS Outdoor Adventure Series Awards**

1999 Telly Bronze Award  
"Glacier Hiking In Alaska"

1996 Emmy Award Nomination  
Outstanding Directing in a Service Show  
Matt Cohen & Mark Manucci

1996 Gold Apple Award  
National Educational Media Network  
"Thru-Hiking the Appalachian Trail"

1996 Outdoor Writers Association Award  
"Rock Climbing the Adirondacks"

1995 Outdoor Writers Association Award  
"Climbing Mt. Ranier"

1996 Emmy Award Nomination  
Outstanding Directing in a Service Show  
David Conover

1995 Parent's Choice Approval  
"For high entertainment, educational and production values"  
"Family Mountain Biking in South Dakota"

1995 Silver Apple Award  
National Educational Media Network  
Sports & Leisure category

1994 Houston International Film & Video Festival  
Gold Award  
How-To & Instructional category

**"DISCOVER AMERICA"**  
**Travel Series Awards**

1995 Telly Award  
The Bahamas

1994 Telly Award Finalist  
American Hawaii Cruises

1994 Telly Award Finalist  
Special Edition

1992 Best New Feature Series  
Fort Lauderdale Film Festival

1992 Accreditation by the  
President's Jubilee Commission

1992 Commission by U.S. Library of Congress  
To commemorate the Columbus Quincentenary

**KIDS' CAFE**  
**Children's Cooking Series**

1996 Telly Award Finalist  
"Munchkin Mania"

1996 Telly Award Finalist  
"Incredible Shrinking Thad"

1995 Telly Award Finalist  
"Pizza Delizioso"