



Our Story: Half-Hour Television Series Episode

The Detroit Region seems to have forgotten what it has in common – it’s rich ethnic diversity; a world-class arts and cultural community; the world’s strongest business and labor minds; and a tradition of mercy help through its not-for-profit organizations.

Mort Crim Communications and WDIV-TV (Channel 4-NBC) in Detroit are producing a landmark multi-part series titled *Our Story*. Programs tie together people and present day life in Michigan – with an often endearing view of what we have in common.

Each half-hour episode is broadcast on a Saturday night at 7:00 or 7:30 pm on Channel 4. We feel confident we’ll be able to develop real, engaging stories that tell about the impact of your groundbreaking organization to the community – and that as a result we’ll inspire and educate thousands of viewers.

Series Topics & Background

The *Our Story* series will include episodes covering the following programming “strands”:

- **Ethnic & International:**
Detroit’s diversity is a big part of what makes the region so amazing. Each episode features a different ethnic or international group, depicting the amazing contributions Detroit’s immigrants and international partners have displayed.
- **Corporate:**
Corporate Detroit is the lifeblood of the region – yet Detroiters know little about the roots of many of the businesses in the region. Each episode profiles a different long-standing corporate presence in Detroit.
- **Labor:**
Detroit’s labor organizations have changed the way the nation works. Episodes feature different major Detroit labor organizations and their stories.
- **Arts:**
The Detroit Region has more world-class arts organizations than almost any other city of its size in the nation. Many of the organizations don’t receive the recognition they deserve. *Our Story* will tell their stories.

- **Higher Education:**
The Detroit Region features America's best learning institutions. There are few better. But the roots of many of them have been largely forgotten.
- **Automotive:**
The Detroit Region's automotive heritage is at the root of almost every facet of life – yet media often dwell on high-profile events and day to day business news. *Our Story* will look at the new and the old – history, technology, development and design.
- **Economic Development:**
Some of the world's greatest architectural minds built this city. Behind many of the buildings and skyscrapers in Detroit are amazing stories of entrepreneurial brilliance.
- **Community & Service:**
Community & service organizations have offered mercy to tens of thousands over the years. Many have rich traditions dating back before the beginning of the 20th century.
- **Leadership & Biographies:**
Many of Detroit's leaders are living legends – men and women in government, business, and community who keep us vibrant and innovative. Yet many have no idea who they are. We'll change that.
- **Philanthropy:**
The tradition of philanthropy in the Detroit area covers well over a century of commitment and caring. The philanthropic community has been a primary catalyst for change year after year – and it has caused people of all incomes to give, as well. We'll profile a range of private, community and corporate foundations and the people and programs they inspire.

MCCI has already produced and broadcast numerous *Our Story* episodes. A sample of programs follows:

- ✓ *Easter Seals Michigan* told the stories of people who have successfully battled mental illness and physical disability with the help of Easter Seals Michigan. The program included a segment on the Dreams Unlimited Clubhouse, serving people with mental illness in and around Oak Park. Nearly 170,000 Detroiters watched the program.
- ✓ *Detroit Medical Center* illustrated the life-and-death struggles and positive outcomes of patients at the Detroit Medical Center. The program featured a segment on miracle babies born out of high-risk pregnancies, but now living healthy lives, thanks to the expertise of DMC doctors and staff. About 150,000 Detroiters watched the program.

- ✓ *Gleaners Community Food Bank* highlighted the dramatic problem of hunger in southeastern Michigan, a problem that continues to grow as economic conditions grow more severe. The program profiled how Gleaners agency partners, volunteers and donors work together to feed the growing number of people who have to choose between food, shelter, medicine and other necessities. About 142,000 Detroiters watched the program.
- ✓ *Chaldeans in Detroit* profiled the amazing roots, tradition and sacrifice of Chaldeans who emigrated to the U.S. and planted deep roots in the Detroit region. It was broadcast the weekend of the ball celebrating the opening of a new Chaldean museum in the Detroit region. Nearly 170,000 Detroiters watched the program.
- ✓ *Max* is the story of Max Fisher, celebrating his huge successes, his commitment to the Detroit region, and his philanthropic leadership. It was debuted on WDIV the weekend of the inauguration of The Max facility of the Detroit Symphony Orchestra, dedicated in Max Fisher's honor. Nearly 160,000 Detroiters watched the program.

Program Format and Deliverables

Each underwritten episode of *Our Story* is a 30-minute commercial television documentary (22-24 minutes of actual programming), designed to be either stand-alone programming or a series of up to 26 programs. Basic deliverables in each program are:

- 3 days of dv videography, including equipment, cameraman and producer
- Executive, senior and staff producers
- Project management
- Writing of all narrative
- Pre-cleared needledrop music and/or sound effects
- Name supers that have a screened, designed feel
- Appropriate opening and closing graphics with a consistent format and theme throughout all programs
- AVID nonlinear video editing to complete the broadcast quality program
- Voice-over talent
- Broadcast on WDIV TV-4 in Detroit at 7:00 pm or 7:30 pm on Saturday night

We encourage you to use the finished program for educational, not for profit, purposes in order to advance understanding, knowledge and awareness throughout the Detroit region. We also encourage those affiliated with profiles to use *Our Story* programs as a “sneak preview” just before the broadcast date for special awareness purposes.

Contact Terry Oprea, 248-358-4700 x213 or toprea@mccicorp.com to discuss developing and broadcasting a program for your organization.