



BEHIND THE SCENES NEW YORK

LOG LINE

A legion of licensed contractors and technicians perform the necessary tasks to insure that New Yorkers can work at their offices.

BACKGROUND

Every day, Manhattan's population doubles from 1.6 million to 3.1 million as workers pour into the city to go to work. People walk through glass doors, across stunning lobbies and over beautiful marble floors.

They take the elevators up and down, expect heat in the winter and air conditioning in the summer. Above all, they trust that these buildings are safe.

IT DOESN'T JUST HAPPEN BY ITSELF!

Behind The Scenes New York lets the unsung heroes of New York tell their story and makes us take a second look at the things many of us take for granted in the workplace.

WHO IS PALM AISLES PICTURES?

Palm Aisles Pictures is a New York City television and film production company with feature films ("The Killer's Requiem"), broadcast commercials ("Sweet Bitch Wine") and episodic television programming, including Adventures Over 55 (DISH Network).

WHAT KIND OF SHOW IS BEHIND THE SCENES NEW YORK?

Behind The Scenes New York is a new concept in reality-based television programming that combines entertainment with branded content. Behind The Scenes New York is a light-hearted mix of history and fun facts combined with the all too serious business of what it takes to keep New Yorkers safe and secure in the office buildings in which they work.

WHERE WILL THE SHOW AIR?

Behind The Scenes New York will air on Cablevision's Channel 61 (The Weather Channel) which has a built-in reach of 2.7 million subscribers. The show will be broadcast in all boroughs, as well as parts of Long Island and Westchester.

WHEN WILL THE SHOW BE ON?

Behind The Scenes New York will air on Monday mornings from 4:30 to 5:00 am, with a rebroadcast on Thursday morning at the same time. This is when people tune in to get their weather news for the week, particularly those who commute into the city.

WHY BEHIND THE SCENES NEW YORK?

Behind The Scenes New York is an incredible opportunity to showcase your company to the people of New York and the decision makers who matter—landlords, property managers, etc.

- Get in on the ground floor of a show everyone wants to see.
- Get new clients.
- Give your company some great PR.
- Embed your Behind The Scenes NY segment on your company's website.
- Post your segment on LinkedIn, Instagram, Facebook and Twitter.
- Send your link whenever you want to anyone.

HOW CAN WE BE A PART OF THE SHOW?

We will have conference call with you and your key team members prior to the beginning of production to determine the following:

- Key messaging points you want to get across;
- Segment host that you will be providing;
- Logistics of the location (regarding access / hours of operation, etc.); and,
- Scope of content / elements available (i.e. what will we be able to shoot and what visual assets and/or graphics are available.

Once those steps have been completed, we will present a script outline for your approval. Then we will commence production / post-production, and you will be able provided with a one-time approval version of the final segment before airing. Please note that the broadcast outlet has final approval of all content; any visuals, or language included in this program must follow FCC guidelines.

Frequently Asked Questions

Q: Would we have to get permission and any waivers signed by the landlord and client of a building that we service?

A: You must receive complete compliance and approval from the building owners and / or their authorized agents, or building manager before any shooting can take place on premises. You must also have participants in the video sign a video release form, giving us the right to use their voice and image for this production.

Q: Would you be providing the necessary certificates of insurance to said landlords/clients?

A: We will provide basic production insurance covering our crew and any damage done by our crew to or at the location, if required by the landlord / building owner.

Q: How much notice is required and set up time on your end?

A: Depending on the scope of the shoot, we will need approximately 30 - 60 minutes to set up our equipment

Q: What is the cost to us, and what is included?

A: See Pricing Chart (attached).

PRICING

	Mobile Shoot		Full Production Crew
	<small>see demo at www.behindthescenesnewyork.com</small>		
4-6 Minute Segment	<u>Includes:</u>	\$1,550	<u>Add:</u> \$3,650
- 2 re-broadcasts	- ½ day mobile shoot		- Cameraman
- Copy on hard drive	with host/producer		- Professional lighting
	- Full edit with graphics		- Sound w/boom
	- Air check		- Makeup
			- Script Conference Call
			- Site Survey
 TOTAL		 \$1,550	 \$3,650
 OPTIONAL ADD-ONS			
15 second commercial	- Second Edit from your		\$950
- Broadcast Ready	footage		
- Copy on hard drive	- With graphics		
	- Slate w/contact Info		
	- Air check		
 90 second social media	- In MP4 format		\$350
- Short format video	- Uploaded to YouTube,		
- Lifted from your 4-6	LinkedIn, Instagram &		
minute segment as	Facebook		
aired.	- Optimized for Google		
	Search		
 SUB-TOTAL (3 formats)	- Broadcast segment on	 \$2,850	 \$4,950
	Behind The Scenes NY		
	- 15 second commercial		
	- 90 second social media		
	clip		

Contact

Brian McLane
Palm Aisles Pictures, LLC
211 W. 56th St. – 6B
New York, NY 10019
(347) 922-8500
brian@palmaislespictures.com