

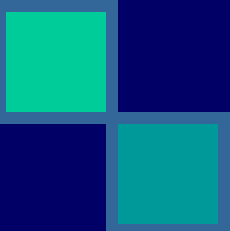

# Picture Perfect Position



May 20, 2009  
Mary Malloy, Gary Evans

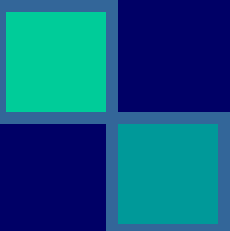



# Vision Statement

- 
- HBC Productions will enhance and enrich the lives of those it serves through quality local programming for the entire family.
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# Goals and Objectives

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- Provide HBC with a video content differentiator
  - Generate revenue through the sale of advertising and quality video productions
  - Produce quality programming that portrays life as it is in HBC's retail markets
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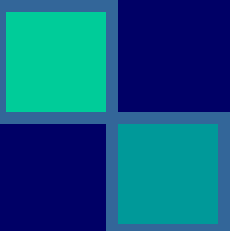



# Today's Situation

- Filling a local television channel void
  - A key source for local news and information
  - The place to go for live local sports
  - The community's forum for prominent local issues
  - Generates more than \$300,000 in annual revenue
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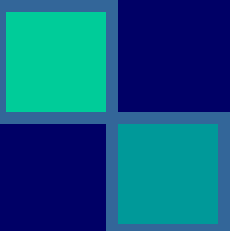



# How Did We Get Here?

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- Luminet created in 1993 to extend the reach of teaching learning through state-of-the-art connectivity
  - Video programming a key part of that initiative
  - HBC chartered in April 1997 to:
    - Continue Luminet's education mission
    - Provide a state-of-the-art network to fuel economic development
    - Offer choice to Winonans
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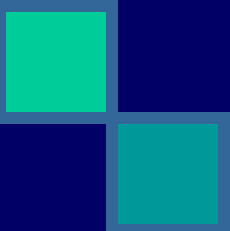



# How Did We Get Here?

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- HBC Board determined the differentiators:
    - Strong local family-oriented video content
    - Content that has strong educational value
    - Outstanding customer service
    - Strong local presence in all markets
    - Round-the-clock customer care
    - Local offices, local employees...wherever the market is
    - All personnel active in community affairs
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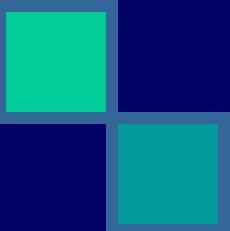



# How Did We Get Here?

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- Winona HFC network construction began in spring of 1998
  - Cable service implemented in January 1999
  - High-speed data service began in October 1999
  - Telephone service initiated in October 2000
  - St. Charles HFC plant developed in 2001
  - Wholesale division created in 2001
  - Wabasha FTTH plant built in 2004
  - Lewiston, Rollingstone, Stockton built in 2007-08
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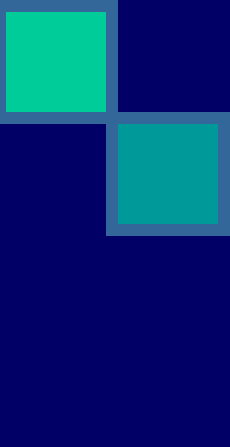



# Why Local Programming?

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- Winona never developed TV channel
  - Winona area underserved by local media
  - Universities, high schools offer fertile ground for cultural, sports programming
  - Market small but attractive for advertising, sponsorships
  - But it all must be local
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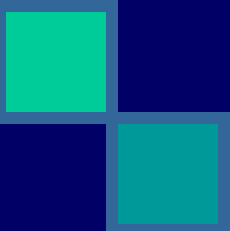



# Not for the faint-of-heart

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- Strong local personnel required
  - Don't compete but be compatible
  - Advertising WILL NOT pay all of the bills in a small market
  - Local content can be costly but there are ways
  - But it pays if you ponder customer numbers
  - Long hours, varied assignments are the routine
  - Needs are many, resource commitment required
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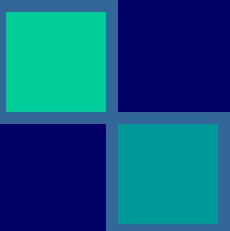



# The minimum tools needed

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- A functional studio (look around, be frugal)
  - Equipment: what and how much?
  - Single camera vs. production truck
  - Don't forget replay automation technology
  - How much can you really expect to do? Be ambitious AND realistic
  - Remember, it has to function...always
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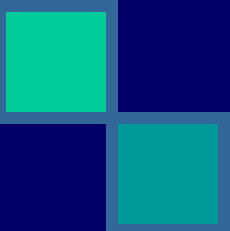



# Content: how to develop it

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- Plan your work, work your plan
  - Have a BIG vision
  - Start small, work your way up
  - Get lots of folks involved...look in the usual and unusual places
  - Consider news...it's a great way to be in touch
  - School activities (you just can't do better)
  - What makes your area unique, special: there are content ideas there
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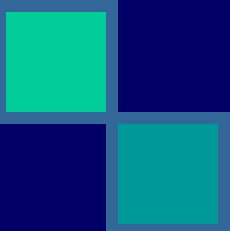



# Content: how to develop it

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- Step One: select things that will connect emotionally with your viewers
  - Remember, grandmas and grandpas are VERY important people
  - Be THE 'destination' for your community
  - Be informative, be intriguing, be delightful
  - Always go the extra step...exceed your viewers' expectations
  - Pay attention to detail...in everything you do!
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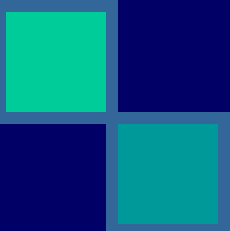



# Content: how to develop it

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- Step Two: Pay for help but don't always employ the help
  - Where do people gather in your community? There are volunteers there
  - And there are program ideas there...one feeds the other
  - What is already being done? Can it be used?
  - Faces and places sell...and create workers and opportunities
  - Is there content you can trade for?
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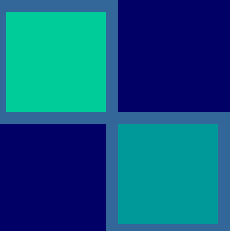



# Content: how to develop it

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- Step Three: Make your operation indispensable
    - Deal with the things people are talking about
    - Human interest is fertile territory to be exploited
    - Sports...it just doesn't get better than that
    - But please don't just cover sports...remember the other things that makes us proud, too
    - Government meetings...you likely have to do them anyway and they can be great entertainment
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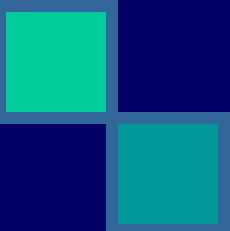



# Content: how to develop it

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- Step Four: Be a good planner and an excellent budgeter
    - Know the needs and wants...yours and theirs
    - What sort of staff will it require?
    - Where will they come from?
    - Be logical and keep it simple...there is plenty of time for complexity
    - How much help can students provide? And will the work help them, too?
    - Can you tap your great personalities, wonderful characters?
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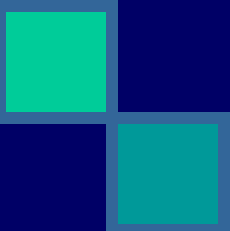



# Content: how to develop it

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- Step Five: Find your 'pot of gold'
    - Always look for revenue
    - Advertising AND production
    - National and regional advertising
    - Sell your channel...and cross-channels?
    - Your message board system is another source of money (e-classifieds, rummage sales...and not-for-profits free)
    - Be aggressive but also firm and in control
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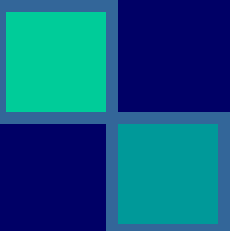



# Content: how to develop it

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- Step Six: Understand your viewers' appetites!
    - The more you do, the more they will want
    - Listen to them
    - Hear what they are saying
    - Create a discussion
    - Be candid, open and honest
    - Find the win-wins
    - Enlist them, challenge them, exploit them, reward them
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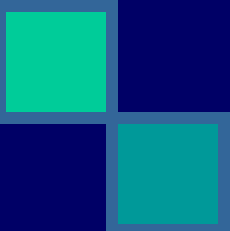



# Content: how to develop it

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- Step Seven: Be true to your values
    - Build trust by being trustworthy
    - Communicate generously, selflessly, promptly
    - Avoid judgment, seek to understand, be friendly, forgive
    - Plan ahead and do it right the first time
    - Be faithful to each other and your community
    - Never lose your sense of humor
- 



# Content: how to develop it


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- Step Eight: Be merciless in serving the customer
    - Always do what's best for them
    - Seek first to understand
    - If you have to disappoint them, explain
    - The littlest things make the biggest difference
    - Don't be haughty, be helpful
    - Think each day about what can make you better
    - Invent, invent, invent
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# Content: how to develop it

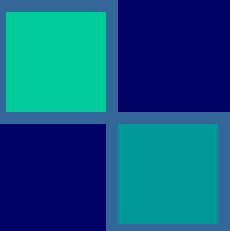



- Step Nine: Have fun!

- Don't be too serious
  - Be professional...but don't be stuffy
  - Understand that the pictures of life are more important than presenting them perfectly
  - Friend-pleasing is more important than award-winning
  - Say things that are nice whenever you can...it makes people happy
  - Most people are inherently good...look for the goodness
  - Make a difference in peoples' lives, then smile
- 



# Content: how to develop it

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- Step Ten: Review and improve
    - Critique everything you do
    - Make tomorrow's efforts better than today's
    - Understand that each day brings countless opportunities
    - Seize one for exploitation
    - Understand that what you do may not change the world...but it CAN change your community
    - Do it because it's worth doing!
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# Our Thanks to You for Listening

Questions and Answers

Call Us if We Can Help



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