

DEMO REEL: NSN

Audio

"Find out how you can use your three-meter Associated Press satellite dish to receive the Newspaper Satellite Network. Just stay tuned for a special message from A-P's Lou Bocardi and the details of a special offer by NSN to our A-P member affiliates right after this Preview...."

The Newspaper Satellite Network...

Music byte of approx. 5 secs

"We're very satisfied with the quality of the programming. We believe it's relevant. We believe it supports Gannett training programs."
(01:13:14: - 13:20:13)

Music byte of approx. 3 secs

"N-S-N represents state-of-the-art communications technology that is happening to our industry on all fronts."
(04:49:53:08 - :59:12)

Music byte of approx. 5 secs

"I think the most attractive elements of the satellite network is the interactive portion which will be available from an 800 number."

Music byte of approx. 3 secs

Video

Quote scrolls over star field in a "Star Wars" intro effect

NSN LOGO fade up from black

B-roll from newspaper plant
Paper rolls being lifted into plant

Carleton Rosenburgh (no super)
for 6:29 secs

B-roll from newspaper plant
Paper on rollers

Cathie Black (no super)
for 6:4 secs

B-roll from newspaper plant
Paper being printed

Jeremy Halbreich (no super)
8.4 secs

B-roll from newspaper plant

Paper on conveyor belt

"The newspaper satellite network has helped us...basically...improve our entire training program."

(03:12:00: - 18:08)

Jack Palmer (no super)

for 6:08 secs

Music byte or approx. 5 secs

B-roll from newspaper plant
Paper being folded and bundled

"Get a quick hit of information without a large investment of time."

(05:23:59:16 - :24:06:08)

Frank Gaziano (no super)

for 6:22 secs

Music byte of 5 to 10 secs
Newstar bump music comes up

B-roll fades to black
Newstar world video comes up
and fades down and back up to
bump music fades...
W/S of host in control room

SCRIPT

"Welcome to Newstar Communications...home of the Newspaper Satellite Network... If you haven't yet been introduced to the value of N-S-N, then sit back because you are in for a treat... ..N-S-N is the only direct broadcast satellite network dedicated to the growth and development of the newspaper industry. Hundreds of papers are already benefitting from this industry specific network..."

She slowly walks towards camera
as shot tightens to M/S

B-roll of satellite dishes
or U.S. Map with points of light for
subscriber base.

SUBSCRIBER COMMENT

"In our case, it has really augmented and deepened the whole training concept."
(00:12:12:25 - :28:04)

(pre-edit from former demo)

Terry W. Hebert *Evansville Courier & Press*
(SUPER-4.7 secs) graphic "page turn" into...

SUBSCRIBER COMMENT

"It allows us to train more people, more cost efficiently, it improves the quality of your staff and I would recommend

Alfred E. Corey, Jr. *St. Petersburg Times*
(SUPER-10.2 secs)

it to anybody to consider it because I think it makes sense."

SCRIPT

"In this age of communication, we all know that those who have the knowledge... are also those who have the power and competitive edge needed to make the most of their paper's resources in these turbulent times... our industry's leader's have already discovered N-S-N's power to beam that knowledge directly to you....

T/S of talent in control room

SHOW

"The Florida Times Union...fade out (00:10:44:20 - 11:07)

Page turn to Paper building and city scenes
Fade out with m/s joggers going off screen

"Food Broker Promotion"

(SUPER - 17:17 secs)

SHOW

"Think about...strategy helps." (02:16:49:12 - 16:57:29)

"Dynamic Presentations"

(SUPER - 8:17 secs)

W/S of instructor and wipe board

SUBSCRIBER COMMENT

"We had a number of sales people... (03:08:56:13)
...out on the street. (09:21:03)
...morale is better. (09:32:15)
...productive. (09:45:04)

Jack Palmer *The Citizen of Auburn, NY*

(SUPER - 49:21)

fade to Video B-roll (13 secs)

fade to Jack Palmer (no super)

SHOW

"We've taken...
...w/in the TV buy." (01:17:16:25 - 43:05)

"Youth Marketing: Developing Tomorrow's Readers Today"

(SUPER - 27:10 secs) Ad director with
in his office w/ paper graphic

SUBSCRIBER COMMENT

"The idea of satellite training...
...technology." (05:25:17:20 - 45:13)

Frank Gaziano *Chicago Tribune*

(SUPER - 27:23 secs)

SCRIPT

None of this is really complicated.
In fact, you may already have much of the video equipment necessary to receive N-S-N....and our highly skilled satellite technicians can install any other necessary receiving hardware quickly and easily....So you... can begin profiting from affiliation with the Newspaper Satellite Network immediately.

T/S of Talent

B-roll of VCR blend/fade to satellite dishes

Back to talent

SHOW

"I'm gonna try to get...fade
(01:38:32:00 - :38:48:00)

"How to Develop Sales Presentations"

(SUPER - approx. 16 secs)

Woman at computer

T/S of computer fades out

SUBSCRIBER COMMENT

"We expect NSN to save us time and money...striving to do."
(:15:08: - :15:26)

Carleton Rosenberg Gannett Co., Inc.

(SUPER - 18 secs)

SHOW

"The 3rd W question...
...when I need it."
(00:27:55:20 - :28:23:25)

"Time Management - Enhancing Personal Productivity"

(SUPER - 27:35 secs)

SCRIPT

"Training, education, motivation... they are all yours with N-S-N... and the beauty of this form of training is that by simply using your V-C-R to record the programs...you can build an invaluable video library of your own for future training and review purposes. In addition, new affiliates also have complete access to N-S-N's vast collection of previously-aired training videos which can be ordered at nominal cost direct from the network.
...Oh, and an important thing to remember...N-S-N does not

Logo's

API

operate in a vacuum...
our programming is developed
with experts, trainers and
program developers throughout
the industry...such as the Associated
Press Institute, the Newspaper Association
of America, the Associated Press, Utah
State University....well... I think you
get the idea...

NAA COMMENT

"Our association with the...
...member newspapers."
(04:40:07: - :51:17)

SHOW

"My daughter left...
...protect her child."
14:11:05 - 28

SCRIPT

"As an N-S-N affiliate, you
will receive dynamic, relevant
programming hitting the issues
head-on.
In addition to the N-S-N
Program Guide sent to all of our
affiliates, the Program
Guide appears in Presstime
Magazine every month.

SUBSCRIBER COMMENT

"We've been able...
...effective."
(10:47:20 - 11:10:13)

BLAH,BLAH,BLAH...
(20 or so seconds)

NAA
AP
Utah State

Cathie Black (SUPER - 11:10 secs)
Newspaper Association of America

"A Right to Privacy - Part I"
(SUPER - 22.7 secs)
M/S of Patricia Bowman
W/S of audience (15:11:06)
M/S of MaOrla listening (14:07:23)
Back to M/S of Bowman

Program Guide
Presstime Magazine

Carlton Rosenberg Gannett Co., Inc.
(SUPER - 23:23 secs)

Roll from Gannett Conference Day #2

SCRIPT

"Your advertising staff will
longer have to guess at what
top advertisers are looking for...
N-S-N regularly features
top newspaper advertisers
in interviews and even
interactive formats...

SCRIPT

"All this without costly seminar
fees, travel expenses and time
away from the office...
And perhaps most importantly,
these benefits are now available
every member of your
organization!

NAA COMMENT

"So, I would hope that you would
evaluate all the benefits of participation
in the Newspaper Satellite Network.
I think you see, it's a very, very good
investment." (04:50:04: - :50:13:)

"I don't think I could improve on
on Cathie Black's statement....
But, I will suggest that you sit down
with a pad of paper and figure out
what it would cost to provide your
staff with this level of training and
newspaper-specific information on
a continuing basis...oh and don't forget
to throw in a tape library for future
training use...(pause as if letting
audience figure...) Now,... when
you've totalled up that substantial
figure and compare it with N-S-N 's
low affiliation and subscription
fees... the absolute value of
the newspaper satellite network
becomes rather obvious...
...Well, I'm glad you could take the

"Cubed" logos flip sides

Coca Cola Foods

Target

Pier One

Pizza Hut

Montgomery Wards

Eckards

(building super over Posterized still)

NSN saves you and your staff:

Seminar Fees

Travel Expenses

**Time Away from the Office
& Everyone Benefits!**

Cathie Black (no super)

for 9 secs

Fade down and back to host

TS of host

M/S pan of talent in from of reel machines

Talent reaches end of row, turns...pauses
slow walk back with matching slow pan

Slow zoom into talent's face

time to join us here at Newstar
Communications. It's been a
pleasure introducing the Newspaper
Satellite Network to you. For additional
information you can call the network direct
by dialing 1 - 8 hundred - 2-8-8
0-8-6-8.

(super) **(800) 288-0868**

Fade to black

A-P members, stay tuned for a
special message from Lou Bocarrdi
followed by a great offer from
the Newspaper Satellite
Network....

Graphic with **NSN, AP, NAA** logos

Lou Boccardi....

You can stay with us for a series of
program samples (over low nat/so)
Bring up full audio

First program comes up