



AFFILIATE QUESTIONS AND ANSWERS

PROGRAM MISSION

NBC UNIVERSAL ON THE SET's goal is to encourage diversity in television by reaching out to diverse groups of students and educators with lesson plans, creative projects and, ultimately, hands-on experience in television production, enriching students' development and broadening their perspectives for their educational and professional paths. The result leading to increased opportunities for diversity to flourish in the television industry.

Communication Objectives:

Involve high-school educators, local franchise authorities and local political leadership in celebrating this partnership encouraging diversity in television by providing to students from diverse backgrounds instruction and experience that develops skills and interest in television production.

The following messages should be woven into any interviews:

- (Cable Company) is very excited to participate with NBC Universal in this award-winning program involving high school students between the ages of 14 and 18.
- High Schools are provided with educational materials that will initiate discussion on diversity, both in general and on television. These discussions prompt students to form and voice their opinions on the subject.
- Students are encouraged to enter the On The Set National Essay Contest or Digital Competition where they will be asked to either write a 250 word essay or making a 90 second video on diversity in television. Projects are forwarded to NBC Universal for judging to win a spot in a weeklong Television Production Internship.
- The Internship will take place in New York City in July, 2007. The program provides students with experience in television production, where they will work with producers, interactively learning the trade and broadening their perspectives on the educational and professional opportunities that will be available to them.

HERE ARE TYPICAL QUESTIONS AND SUGGESTED ANSWERS FOR LOCAL CABLE OPERATORS:

Q. What is NBC Universal On The Set?

A. **NBC Universal On The Set** is a partnership between (Cable Company) and NBC Universal dedicated to generating the awareness of the importance of diversity, both in their communities and on television. Diversity of thought and of experience is an important factor in the development of programming as the television industry expands into the different areas of platform delivery. Students are provided the opportunity to discuss this situation in class, then can enter a national contest to win a spot in the NBC Universal Television Production Internship held in New York City in July.

Q. How is your cable company involved?

A. As we offer a variety of cable channels from NBC Universal on our channel line up including MSNBC, CNBC, Bravo, USA and SciFi, we are making the **On The Set** educational program and national contest available to students in our service areas. **On The Set** is part of our commitment to support media arts education in our community.

Q. How do students participate?

A. Students participate in various ways:

CLASSROOM DISCUSSION: Teachers receive an educator kit from (Cable Company) or can obtain materials by going to www.nbcuontheset.com. The kit includes a Diversity Discussion Guide that aides teachers leading students in a discussion on diversity as it personally affects their lives and how they see it represented on television.

NATIONAL TELEVISION PRODUCTION INTERNSHIP COMPETITION: Students can obtain information from their school or from www.nbcuontheset.com. To win a spot in the Television Production Internship, students write a 250-500 word essay or make a 90 second to two minute video responding to questions on diversity in television.

Q. What is the NBC Universal Television Production Internship?

A. The NBCU Television Production Internship is a weeklong program in New York City where students work with television production professionals to learn the process of creating television. Participants will work on all aspects of the process from script to screen including script development, directing, acting, photography, sound and editing. Students will develop their own video and see how it is delivered by new digital platforms including broadband, telephone and high-definition.

Q. How are the Internship participants selected?

A. Students submit a 250-500 word essay or 90 second to two minute video responding to questions on diversity in their lives and on television. In addition to a personal goal statement and a teacher recommendation, projects are submitted to NBC Universal where they are judged on their creativity, execution and desire to participate in the Internship.

Q. Who serves on the Judging Committee?

A. Television professionals and NBC Universal executives comprise the judging team for the competitions.

Q. Who is eligible to enter this contest, and how do they sign up?

A. Students ages 14-18 or high school seniors can enter the **On The Set** competitions by submitting the appropriate entry materials.

Q. Where can I locate an On The Set entry form and competition requirements?

A. Materials can be obtained from students' schools or going to www.nbcuontheset.com.

Q. What are the dates of the program?

A. Materials will be distributed and entries accepted as of March 1, 2007. Project submissions are due April 30, 2007.

Q. How can I find more information about *On The Set*?

1. Go to www.nbcuontheset.com
2. Email a request for information to nbcuontheset@nbcuni.com
3. Call (toll free) 866.878.NBCU (6228)