



SHOW TITLE: Southwest Women a.m.

OVERVIEW

This will be a morning show geared toward women in the 25-45 age range. It will cover any and all topics that are of interest to that demographic. It will be delivered on Youtube with a corresponding podcast.

ABSTRACT

St. George, Utah is one of the fastest growing markets in the United States. And the population of Southern Utah is set to grow exponentially over the next decade.

Although a large portion of that growth has traditionally been with retirees, there is dramatic growth in the tech sector, so younger individuals and families are moving into the area.

The pandemic has also accelerated a population shift of people fleeing big urban centers. As a result, there is increasing interest in small communities. So this show will focus on female interests and issues in the southwest United States from the perspective of a small community.

Although the show will be based in St. George, it will have a Southwest focus. That focus will expand beyond the borders of Southern Utah region over time.

Initially this will be an interview show released each morning from 30 minutes to an hour in length. The interviews will include fascinating or successful women, or experts on issues that will interest women.

Five shows will be released each week. Four of the shows will be focused on current people and issues. And because the culture of Southern Utah is so heavily tied to Utah legacy, one show each week will be based on a significant female from history in the area.

Over time we anticipate the show will expand and introduce other elements and segments.

The shows will be pre-recorded. All of the shows for a given week will be filmed during a single day and then released each morning M-F. The shows will be produced by Robert John Hadfield and filmed in the Thick and Mystic Media (TMM) studio. TMM will initially cover all production costs.

HOST

The host of this show is a female in the age range of our target market. This female visually represents the Southwest, she has a look of health and fitness. She comes across believably as both a small business owner and an outdoor adventurer. She has an inquisitive personality and is openminded in the tradition of Art Bell. In other words she is non-judgmental about lifestyles, spirituality, ideology,

philosophy, etc. She is a listener and a learner and allows people to speak. She is a sounding board so the person listening to the show can make their own judgement about any given idea. That being said, she is a conservative thinker in that she represents small-town western community and culture. THIS IS CRITICAL BECAUSE THE SMALL COMMUNITY ATTITUDE IS THE UNIQUE ANGLE OF THIS SHOW. However, she does not come across as rigidly opinionated. She is able to speak intelligently on many topics, especially as they relate to the Southern Utah. She has lived in the area (or seems as if she has) most of her life. She has a grasp of the history, the issues and the region. She has a positive outlook on life and has an inviting personality.

GETTING STARTED

The kickoff schedule will depend entirely on filling the host position.

Initially the show will be sponsored by our sister company Audiomover. This will help cover basic expenses. At the start there is no budget for the host, so we need someone who is entrepreneurial minded who can approach this as a start-up business effort. That being said, Audiomover is open to an arrangement where the host is paid a portion of the revenue from any orders that can be tracked to the show. Over time we will add sponsors to help with expenses and pay staff, including the host of the show.

Once the host is in place, we will create the visual elements for the set in the studio as well as the weekly shooting, editing and release schedule and can start immediately.

INITIAL MARKETING AND COMMUNICATION

The TMM studio is becoming a well-known and respected location in the city. People who have worked at TMM over the last year include; Marie Osmond, Dan Debenham, Steve Cook, Jeff Lerner, every city mayor in the Washington County area, all of the county commissioners and numerous owners of major St. George based companies.

We have talked to people at the Chamber of Commerce about this show and they have shown interest in helping support our efforts as we get underway. We also have an established relationship with the St. George Area Economic Development Group and will discuss getting additional support from them.

- We will set up all the strategic Social Media channels.
- We may set up a booth for this show at the monthly Street Fest event.
- We will use our TMM Chamber membership to push the show.
- We may create a partnership with the TMM studio combining services from the studio with a sponsorship of the show.
- Audiomover may use the show as a marketing tool for its efforts.

CONCLUSION

We have the resources, infrastructure and production experience to create a world-class presentation. In our current local and national climate, we believe a show of this nature will find a ready audience. As such, we also believe it has potential to become successful far beyond the borders of Southern Utah.