



FUEL YOUR PASSION TO MAKE A DIFFERENCE AND DRIVE MORE PRO-SOCIAL ACTION

Join The Community Of Content Creators and (it) Magazine

Categories:

Arts & Culture
Civic & Community
Education
Environment
Family & Human Services
Health & Fitness
Human Rights
Sustainable Business
Wildlife & Animal Welfare

Programming Genres:

Innovators
Grassroots Heroes
Leading Organization Spotlights
Award Recipients
Public Figures & Celebrities
Movies

Lifestyle Topics:

Arts and Music
Business and Finance
Food
Home and Garden
Movies
Self
Sports
Style
Travel

We Are:

A catalyst for pro-social advancement, touching lives and forwarding solutions by:

- Inspiring people through spotlight stories of innovation, grass roots heroes, and ground-breaking organizations
- Empowering leaders and sparking compassion and action in others with social networking opportunities, solutions sharing, and resource links.

Reaching people where they live, work and play:

- Homes – Cable TV VOD
- Online – Targeted non-profit, social networking, media sites and opt-in email
- In Cars – Radio
- In Print – Local papers
- In Hotels – VOD and cable TV spot rotation
- Live Events – Screenings, panels, special presentations and workshops

TAKE ACTION! Get Involved With (it) Today.

Contact Adrienne Papp to make (it) happen at 917.678.4017
or by email at adrienne@atlanticunited.biz.

(it) magazine is the primary initiative of **The Community of Content Creators**, a 501c3 organization that exists to create a more tolerant, giving and connected world by producing and delivering marketable, educational stories that spotlight pro-social activity, spark compassion and action, and empower people with the tools they need to make a difference.

The CCC operates independently of any organization it associates with, nor does it align, lobby, advocate for or endorse any religious, political, commercial or other organization.



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MISSION ALERT!

CURRENT INITIATIVE

Category: Environment

Sub-Topic: Water – Access, Efficiency and Conservation

STORY SERIES TITLE: “Greening Your City”

The “Greening Your City” Series will spotlight successfully implemented initiatives and demonstrate solutions to environmental problems that are replicable in any community to improve safety, health and sustainability. This series will cover important guidelines and policies for greening our cities in major action areas including: air and water treatment, green building, transportation, energy and waste management. Our first episode will demonstrate the power of new water management programs and the amazing results they bring when incorporated into a community. The actual testimonials and inspiration behind those involved in Making (it) Happen will act as a catalyst for change in your community and across America.

Action Plan

- **Produce Stories**
- **Deliver Stories to Distribution Outlets**
- **Promote Solutions with Live Events and Viral Announcements**
- **Fundraise**

How to Get Involved:

Get Started Now!

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- **(it) Grass Roots Heroes**
Focuses on the efforts and successes of grass roots heroes and pro-social business leaders servicing their community.
- **(it) Innovators**
Spotlights the innovation and work of social entrepreneurs that spread new, workable solutions to local and global issues.

Action Plan

- **Re-purpose Existing Stories**
- **Produce Original Stories**
- **Deliver Stories to Distribution Outlets**
- **Promote Solutions with Live Events and Viral Announcements**
- **Fundraise**

Impact

- **Spread the solutions, give hope, present manageable action steps, connect up with like-minded people, show what's important to you and your organization, shape the priorities of the country.**
- **Produce Original Stories**
- **Deliver Stories to Distribution Outlets**

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Partner to Generate Lifestyle Stories In Categories Such As:

Arts and Music	Self
Business and Finance	Sports
Food	Style
Home and Garden	Travel
Movies	

Help people contribute to a more sustainable and healthier world through the lifestyle choices they make. New product reviews, activities, action steps and topical resource links keep your audience engaged, and informed and coming back for more.

Action Plan

- **Re-purpose Existing Stories**
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EDUCATIONAL CONTENT IMPACT:

Your Time and Effort is Maximized – (it) magazine generates a variety of multi-media tools for content distribution* specifically tailored to getting your message out to a targeted audience:

- **Out-of-Home:**

Cable TV in Hotels:	1.5 Million Upscale Guests/week	• Suggested Formats:
On Demand in Hotels:	3.5 Million Upscale Guests/week	:30 & :60 Tune-in Ads across 10 networks
CNN Airport Network:	1.2+ Million Members in circulation/Month	8:00 Video Segments
Flying J Travel Centers:	5 Million Visitors/Month	:30 & :60 Tune-in Ads
- Charter On Demand: 324,000+ Key Los Angeles HH 8:00 Segments
- Cable Radio Network (CRN): Cable, Pax TV, Satellite & Internet Users 25 Million HH Nationwide 20:00 Audio Segments
- Over the Air: Drive Time in 10 Major Mkts (Boston, Baltimore, Chicago, etc.)

CRN, <i>The PM Show</i>	1 Million Listeners/15 Minutes	20:00 Audio Segments
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- Website Syndication and Tell A Friend Video Email sends:

Targeted Sites and		
Opt-In Email sends:	Up to 25 Million Unique Viewers	:60 Teaser Clips linked to 2:30 vignettes

** Distribution subject to terms and conditions and availability of media and marketing partners.*

THE BENEFITS:

CREATE NEW MEDIA PARTNERSHIPS

Gain access to growing new media outlets such as On Demand and Out of Home TV viewing.

ATTRACT NEW AUDIENCES

Reach the highest concentration of influential and connected change makers in America.

ACCELERATE WORD OF MOUTH

- Take advantage of our viral online marketing tools that work in conjunction with On Demand and TV media penetration.
- Generate more publicity and online chatter for initiatives and timely issues.
- Stay top of mind with your change makers.

BUILD AWARENESS AND ACTION

Empower people with knowledge and call to action items delivered to where they live, work and play.

RESULTS:

- **Millions of Targeted Media Impressions – TV, Radio, Out-of-home, Online**
- **Millions of Targeted/Opt-In Email Sends w/ Tell A Friend capability to reach new audiences and build a wider advocacy base.**
- Free increased media coverage for multiple solutions and action-driven messages.
- Increased traffic to your web site, and related education/action resources.
- Increased donations, action and/or volunteerism for featured issues and related organizations.
- Educational and Community building resources provided for targeted, active, affluent and powerful audiences in Los Angeles and across America.