

SEASON-ONE  
**PRODUCTION MEDIA KIT**

SUPPORT AGING ADULTS. STRENGTHEN THE INDUSTRY.



**REAL FAMILIES.**



**REAL CHOICES.**



**REAL DRAMA.**



# ABOUT THE SHOW



**Inside Senior Living (ISL) is a documentary TV series about how seniors and their families deal with aging and the struggle to remain independent that often means moving to senior living**



## FORMAT

### **Docu-Series: Eight, 30-Minute Episodes**

Each episode follows Melissa Fritz, senior living consultant and host, as she guides an older individual or couple and their caregivers through the process of finding the right choices to fit their needs and budget. She'll also connect them with industry professionals to offer their expertise and support. The episode concludes with the reveal of their decision, which is often unexpected.



## PRODUCTION & DISTRIBUTION

- ✓ Season-One produced solely in Minnesota
- ✓ Co-Produced & Distributed by PBS North
- ✓ Premiering on PBS North - November 2024
- ✓ Distributed Nationally in 2025

*Each season of ISL will be shot in a different geographic location showcasing the variety of options that exist throughout the nation.*



## PROOF OF CONCEPT TRAILER

<https://youtu.be/oCxuriuzXic>

[WWW.INSIDSENIORLIVING.TV](http://WWW.INSIDSENIORLIVING.TV)

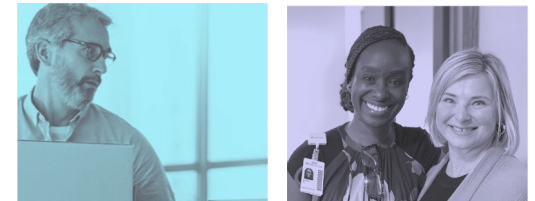
# TOPICS/CAST



## SAMPLE TOPICS & EPISODE SCENARIOS

### Example:

Coping with the grief of losing her husband a year ago, Shirley cannot imagine leaving the home she and her husband built and raised their children in. Shirley's daughter, Kirsten is anxious to find a safer place for her Mom after having to "drop everything" to help her when she falls and is frustrated that her Mom doesn't realize that Kirsten has her own career and family to take care of too. When Melissa learns that Shirley's a former school-teacher and avid gardener, she sets out on a mission to find a place that will exceed Shirley's high expectations and provides some guidance on caregiver burnout for Kirsten. She ultimately finds her a multi-generational independent living community featuring an attached daycare center where Shirley can participate in activities with the children.



### INDUSTRY EXPERTS FEATURED

- ✓ NON-PROFITS
- ✓ GOVERNMENT AGENCIES
- ✓ VETERANS ORGANIZATIONS
- ✓ ACADEMIA
- ✓ SCIENCE & HEALTHCARE
- ✓ SOCIAL SERVICES



### MARIA'S STORY

*Maria and her siblings decide the best fit for their parents is to relocate them from Mexico and into Maria's family home.*

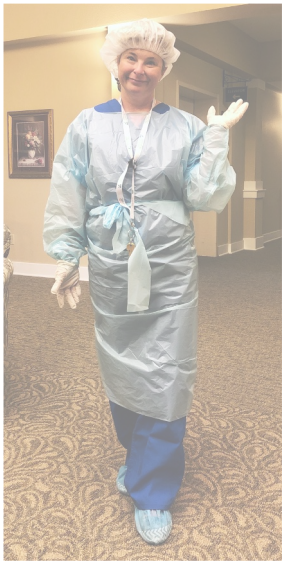


### CASTING APPLICATIONS

*ISL will provide a \$2,000 stipend per each episode's family/senior(s) that is cast.*

**OUR GOAL IS TO RECRUIT A DIVERSE, EQUITABLE AND INCLUSIVE CAST & CREW**

# CREATOR & HOST



## MELISSA FRITZ

Melissa's inspiration and compassion flows from her experience as a daughter of a Dad with Dementia who passed away in 2023 and her experience as a senior living consultant during the COVID-19 pandemic. Over the years, she's expertly equipped older adults and their families with the information and resources needed to make the best decision, whether it's receiving care in their own home, or making a move to a senior living community.

She's been a resident of Minnesota since she was two-years old - growing up in Lakeville, *when there was only one high-school*, and spent eight years of her adult life in Montana, Georgia and Colorado. Melissa currently lives in Minneapolis with her husband and retired physician, Stuart. She's always had a knack for bringing people together for a good cause - whether it be lobbying to bring a Veterans retirement home to Dillon, Montana, launching a community wellness program for cancer prevention in Calhoun, Georgia, or chairing the fundraising committee for the Minneapolis Southwest High School Football Boosters.

*Now, she's on a mission "to bring the topic of planning and celebrating the last seasons of life into mainstream culture."*

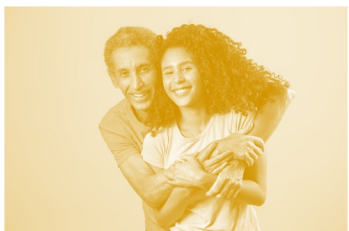


### FEATURED MEDIA & RESUME

<https://www.linkedin.com/in/melissahannah/>



**CO-PRODUCER/DISTRIBUTOR**



**MISSION**

We are here to inspire and enrich lives for a more vibrant and connected community.

- ✓ **Broadcasting Since 1964**
- ✓ **PBS is #1 in Public Trust for 20 Years Running\***
- ✓ **Focused on Education for Children...And Lifelong Learning**
- ✓ **Community Supported**

**13 WAYS TO WATCH**

- ✓ 5 TV Channels
- ✓ 6 On Demand Platforms
- ✓ 2 Livestreams



**PBSN WEBSITE**  
[PBSNORTH.org](https://www.pbsnorth.org)



**770,000 POTENTIAL REACH OVER THE AIR**

# NATIONAL DISTRIBUTION



Source: <https://mapsoftheweb.com/maps.com/pos/110997230397/public-television-in-the-united-states-map-of-pbs>

## NETA PROGRAMMING SERVICE

PBS North will coordinate national distribution for the series through The National Educational Telecommunications Association (NETA), one of the nation's leading service organizations strengthening and amplifying public media's education mission. Their services include program management, submission to PBS national database, rights management, consultation on editorial and technical standards, and packaging and underwriting compliance with PBS guidelines. Additional services include premium promotions, communications and marketing.

## POTENTIAL REACH | PBS AUDIENCE INSIGHT

<https://www.pbs.org/sponsorship/audience/>



**187.7 million**

Annual full episode general audience streams



**44.7 million**

General audience primetime viewers each month



**15.3 million**

Monthly unique users across PBS.org, and PBS Mobile App, and PBS OTT App

# AWARD-WINNING TEAM



## MELISSA FRITZ

ISL | Creator, Executive Producer, & Host

Melissa's passion for helping people and diverse background in strategic marketing, fundraising, advertising, publicity, and media consulting bring a unique and added value to the production. As a rising star in documentary filmmaking, Melissa's success in taking her idea born during the pandemic into a produced and nationally distributed series are testimony to her determination and passion for this very timely topic.



## BILL COOPER

ISL | Executive Producer & Director

Bill has been involved with the video, television and film business for almost 40 years. He has a degree in Mass Communications from St. Cloud (MN) State University and studied acting at The Actors Studio in Minneapolis and is the co-founder of The Twin Cities Film Festival. Bill's acting credits include 25 short and feature films, 200 television commercials and hundreds of industrial, corporate, print, and voice-over projects. He began directing both short and feature length films in 2015. Bill provided production services and directed Inside Senior Living's "sizzle reel".

IMDb <https://www.imdb.com/name/nm2468061/>  
<https://twincitiesfilmfest.org/>

**STUART FRITZ, MD** | Executive Producer & Medical Advisor

**BRIANA LEE** | Assistant Producer

**YOUNG ENTERTAINMENT LAW** | Entertainment Attorney

**NEWSWORTHY COMMUNICATIONS** | Publicist



## STEVE ASH

PBSN | Lead Videographer & Editor

Five-time Regional Emmy Award-winning Photographer and Editor. Ash has worked on several acclaimed regional PBS series as the Director of Photography and Editor. He has made a career of telling stories of the NE Minnesota and NW Wisconsin region.



## NINA FREDRICKSON

PBSN | Producer

Nina's deep-rooted enthusiasm for public media led her to join the PBS North team, where she continues to be a driving force behind exceptional content. Her dedication to the craft and storytelling prowess have earned her an Upper Midwest Emmy Nomination, a testament to her outstanding contributions to the industry. Notably, Nina's commitment to excellence was further recognized when she received a prestigious NETA award for her work on "The Great MN Recipe Season 2."



## PATTY MESTER

General Manager

## TOM JAMAR

Director of Marketing & Communications

# PROJECT SUPPORT



"FilmNorth supports independent filmmakers like Melissa as they develop their voices and tell their stories. We're proud to fiscally sponsor, *Inside Senior Living...*"

- Andrew Peterson, Executive Director



"Twin Cities Film Fest wholeheartedly supports the development, production and distribution of the docu-series, *Inside Senior Living* and Melissa Fritz's leadership. In every step of the process, Melissa and her team have developed and executed strong concept/branding, marketing campaign, production strategy and long-term vision for this important content..."

- Jatin Setia, Executive Director



"We are thankful *Inside Senior Living* will highlight some of the wonderful people who serve seniors everyday."

- Kari Thurlow, President & CEO



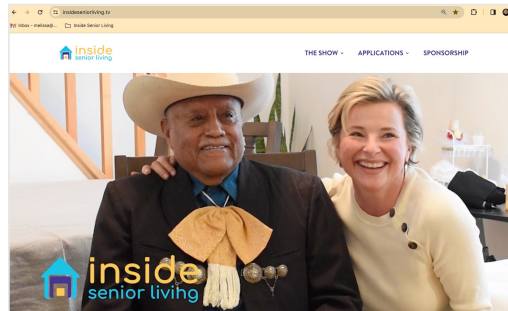


## INSIDE SENIOR LIVING IS MUCH MORE THAN A TV SERIES

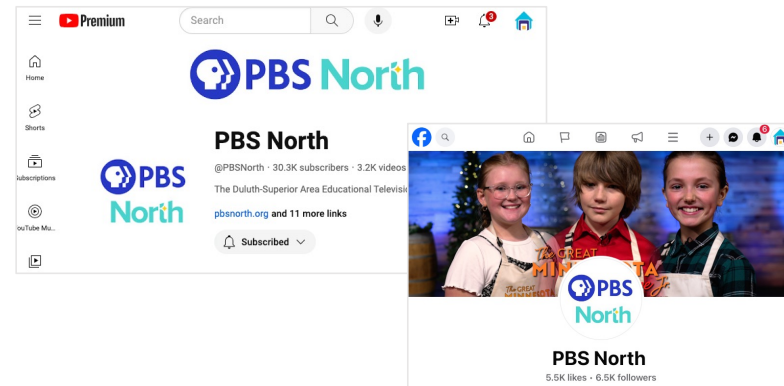
IT'S A CULTURAL MOVEMENT AND LIFESTYLE BRAND IN THE MAKING

### ISL+ website = SOCIAL IMPACT & AWARENESS

- ✓ AI Powered Digital Platform, Video-Forward Website Providing Exclusive Content and Searchable Resources by State
- ✓ Social Media, Influencer Campaigns, Podcasts, etc.
- ✓ Traditional Media (Radio, Print & Publications)
- ✓ Speaking Engagements
- ✓ Guest Appearances
- ✓ Community Events
- ✓ Continuing Education



### PBSN = ESTABLISHED BRAND PUBLICITY



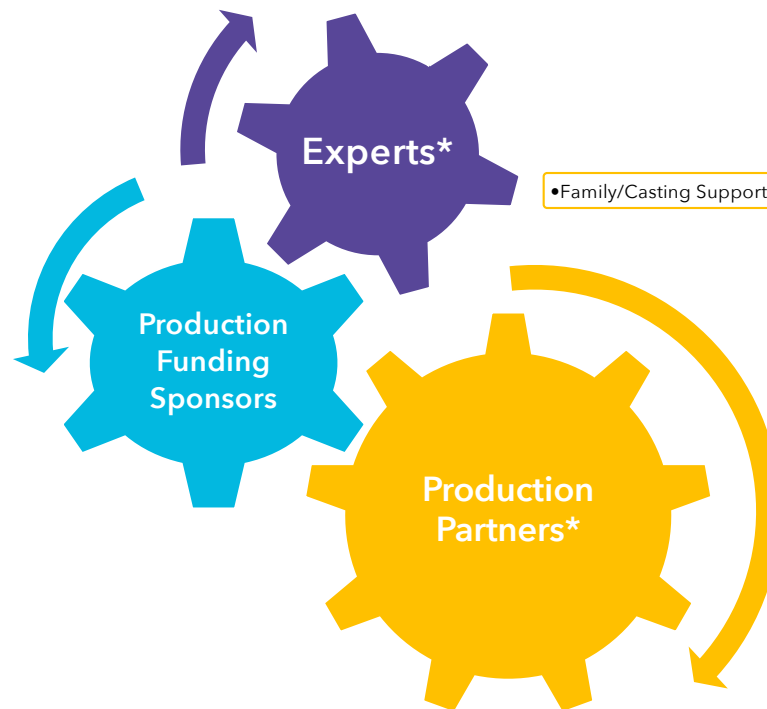
### CURRENT IMPACT in NUMBERS



# WAYS TO JOIN US



**YOUR SUPPORT HELPS AGING ADULTS  
WHILE STRENGTHENING THE INDUSTRY THAT SERVES THEM**





**Production Partners are industry organizations whose mission align with the values of PBSN and ISL that do not meet the PBS Funding Standards and Practices criteria due to a potential conflict of interest\*.**

An example of what an ISL+ Brand Partnership looks like:



**ISL+ Brand Partnership Includes:**

- ✓ Promote ISL & Casting of Eight (8) Seniors/Families
- ✓ Offer Additional Incentives Direct to Cast/Family
- ✓ Allow ISL Access to Organization Leadership, Staff & Resources
- ✓ Provide Crew with Meals and/or Lodging at Community, *if available*
- ✓ Promote the Series via Corporate Communications, etc.
- ✓ Provide Introductions to Potential Fiscal Sponsors who Meet PBS Funding Standards & Practices\*<https://www.pbs.org/about/producing-pbs/funding-standards/>
- ✓ Sponsor ISL Premiere Parties in Duluth & Minneapolis (Fall 2024)
- ✓ Provide Mentorship/Business Development Guidance for ISLplus Brand Launch (Spring 2024)

\*<chrome-extension://efaidnbmnnnibpcajpcqlclefindmkaj/https://www.pbs.org/about/producing-pbs/editorial-standards.pdf>

## BUILD TRUST AND AFFINITY FOR YOUR BRAND THROUGH

A PRODUCTION FUNDING SPONSORSHIP



### **VIEWERS SUPPORT THOSE THAT SUPPORT PUBLIC MEDIA:**

- ✓ PBS North offers your brand a unique opportunity to connect with an engaged audience in an exclusive, trusted, brand-safe environment.
- ✓ Viewers appreciate and patronize companies that support public media.
- ✓ A hallmark of valuable, effective corporate-nonprofit partnerships is that they advance both the mission of the nonprofit organization and the business purpose of the sponsor.
- ✓ Our goals are different than commercial media. In measuring our success, we work to quantify not just how many people have seen a program on public television, but how many people have become more informed due to, been moved by, and have acted because of public television.
- ✓ PBS North offers an opportunity to showcase a brand's commitment to integrity through a meaningful and unique partnership. We recommend emphasizing your organization's beliefs, mission and values, and allowing our audience to draw their own conclusions based on your company's chosen partnership. Sponsoring an organization means applying their values to your brand. PBS North values enrichment, education and community.

# PRODUCTION FUNDING SPONSORSHIP



## SEASON-ONE PRODUCTION FUNDING SPONSORSHIP OPPORTUNITIES

SEASON-ONE PRODUCTION FUNDING SPONSOR TYPE	FOUNDING SPONSOR	GOLD SPONSOR	AMETHYST SPONSOR
CONTRIBUTION AMOUNT	\$5,000 - \$9,999	\$10,000+	\$25,000+
Tax-Deductible Through FilmNorth Fiscal Sponsorship*	X	X	X
Meets PBS Funding Standards & Practices**	X	X	X
Acknowledgement in series season-one credits <i>This acknowledgement stays with the series no matter where it is aired.</i>	X	X	X
Audio Acknowledgement on season-one series	-	X	X
:15 second underwriting message on-air (before the show) in season-one	-	-	X
Logo on ISL Promotional/Swag Items	Name	Small	Large
Acknowledgement on the ISL series & ISLplus websites	Name	Medium Logo	Large Logo
Sponsor badge/icon for publicity, social media or print	X	X	X
Social Media tags, links & mentions	X	XX	XXX
Invitation to Series Season One Premiere(s) & Sponsor Events	X	X	X
VIP Premiere Party Sponsorship (Duluth or Mpls)	-	Add'l \$5000	Included
Acknowledgement & brand recognition in event programs	Name	Small	Large
Custom produced :30 second message for use on sponsor's media & ISLplus	-	-	X
Private "Dinner with the Director" for up to four guests	-	-	X



FILMNORTH

### HOW TO GIVE

You can make a tax-deductible donation by check or credit card thanks to our fiscal sponsor, FilmNorth, a 501(c)(3) non-profit organization in Minnesota.

CHECK: Payable to FilmNorth w/ "ISL" in the memo section and mail to: FilmNorth, 550 Vandalia St suite 120, St Paul, MN 55114

CREDIT: Scan the QR Code or click the link below to donate today



<https://filmnorth.org/fiscally-sponsored-projects/inside-senior-living/>

REAL FAMILIES.



REAL CHOICES.



REAL DRAMA.



A new documentary tv series about how seniors and their families deal with aging and the struggle to remain independent, which often means moving to senior living.

*join the conversation...*

**InsideSeniorLiving.TV**

coming soon to...  **PBS North**

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*Thank You!*

**Melissa Fritz**

Creator, Executive Producer, & Host

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