



OUR CITY. OUR VISION. OUR TIME.

EXCLUSIVE PARTNERSHIP OPPORTUNITY

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AS OMAHA GROWS

One million Omaha residents by 2024: Census shows booming metro populations

Metro population growth will carry an impact in Nebraska Legislature

After decades of decline, urban Omaha sees 'incredible' population growth

Jeffrey Robb Oct 31, 2021 Updated Dec 9, 2021 0

LinkedIn announces plans to expand, double workforce in Omaha

Company's new location near 132nd and Pacific spurs transit discussion

Google to build another data center in Omaha, Nebraska

Company announces third facility in the Omaha area

April 22, 2022 By: Dan Swinhoe Be the first to comment





WE ALL GROW

Mutual of Omaha tower will rise as tallest building on city skyline

Henry J. Cordes Omaha World-Herald Oct 10, 2022 Updated Oct 11, 2022 0

HOME > CHICAGO



Omaha, Nebraska: The Next MLB, NBA or NHL Expansion City?

New Omaha corporate base triples space for fast-growing Triage medical staffing

The business matches 'traveler' nurses and health care pros with facilities needing help

BY: CINDY GONZALEZ - APRIL 12, 2022 5:45 AM



NEWS

Omaha to get NextGEN TV signals Starting April 19th

April 10, 2022 Guest Author





WE ALL WIN

Valmont's coming \$50 million headquarters will rise in area some foresee as new downtown of west Omaha

Omaha World-Herald

BROADBAND

Google Fiber sets its sights on Omaha

By Diana Goovaerts • Sep 30, 2022 10:22am

\$1.2 billion development planned near Boys Town includes dining district, 2,000 homes, retail center and trail system

Omaha World-Herald

University of Nebraska Again Among the World's Best for Earning U.S. Patents

A key patent out of UNO is a self-pacing treadmill that is poised to disrupt the fitness industry.





FOUR STAGE PROGRAM

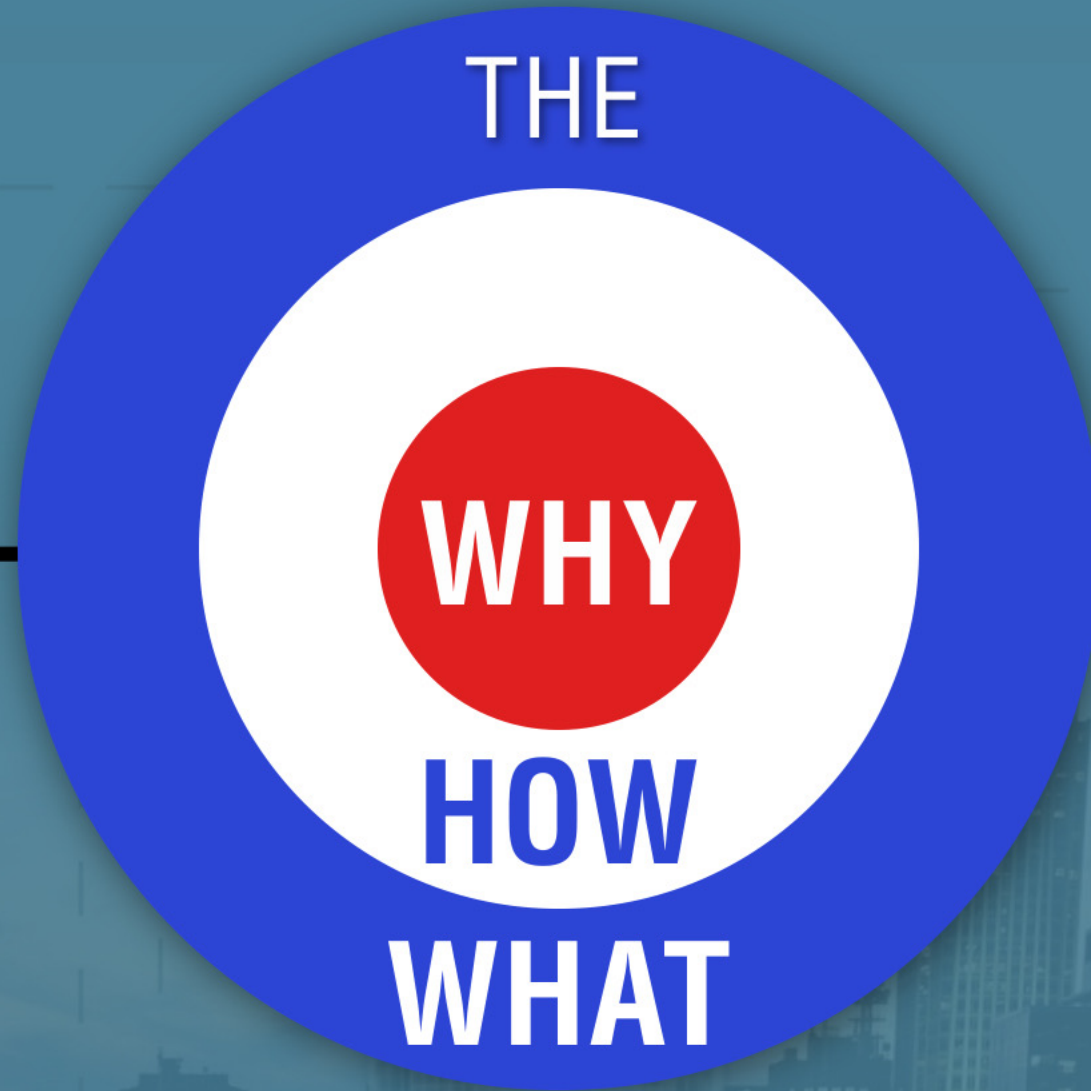
- ① STRATEGIC PARTNERING OF THOUGHT LEADERS
- ② DESIGN THINKING & VISUALIZATION
- ③ CONTENT INNOVATION
- ④ MULTICHANNEL MARKETING





TARGET MARKETS

- City Vision is designed for **midsize markets with an influx of tech companies and start-ups.**
- These markets continue to offer a lower cost of living and **high quality of life.**
- Until recently, these cities have been flown over, passed over, and considered **minor league markets.**
- These markets are home to national and global businesses that share a **vested interest in the city's future.**





WHY OMAHA 2033

- **RETAIN TALENT:** Reverse the brain drain by keeping the best and brightest in Omaha, while attracting top-tier talent from across the world.
- **ENTICE INNOVATORS:** Make Omaha one of the 10 best cities for start-ups in the country.
- **TOUT OUR THOUGHT LEADERS:** Provide a platform for Omaha visionaries to show how they are transforming their respective industries.
- **SET OURSELVES APART:** Position each partner company as the best in its class, while giving Omaha the world-class recognition it deserves.





HOW IT WORKS

- **THOUGHT LEADERS** share their vision of how Omaha will look in 10 years.
- **PARTNERS** leverage each other's expertise to create an exclusive blueprint for Omaha 2033.
- Their collective vision comes to life with **INNOVATIVE CONTENT** created by visionary designers and journalists.
- Content is **DISTRIBUTED** across **MULTIPLE CHANNELS** including digital, social, broadcast, and streaming (OTT).





WHAT IT LOOKS LIKE

- **DESIGN THINKING WORKSHOP** to translate vision to content
- **CUSTOM VIDEOS** with usage rights
- **LOCAL BROADCAST** promotion
- **DIGITAL** distribution
- **STREAMING** on OTT apps
- **SOCIAL** integration across all platforms
- **LIVE EVENT** with business and city leaders
- **PR** and earned media





CONTENT VERTICALS



Healthcare



Auto



Tech



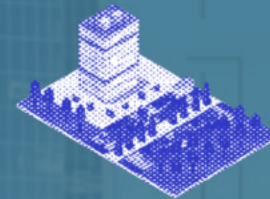
Education



Transportation



Banking



Urban Planning



Telecom



Agriculture



Sports



Tourism



Real Estate





PROGRAM SUMMARY

DESIGN THINKING AND DATA VISUALIZATION

- **60-MINUTE DISCOVERY WORKSHOP** to start the process of visionary design and creation of the Omaha 2033 blueprint.
- **VISUAL REPRESENTATION** of Omaha 2033 vision by a team of designers and journalists.
- **ONLINE TESTING** of each partner's vision with a focus group of 1000 targeted professionals. Research provides both quantitative data and qualitative responses.





PROGRAM SUMMARY

PRODUCTION

- **CORE CONTENT:**
 - Six-part, branded video series about partner's area of expertise
 - Interviews with partner's thought leaders
- **BROADCAST INTERSTITIALS**
 - Each segment cut into 60s to air as broadcast interstitials
- **MEDIA SPOTS**
 - (1) :30-second and (1) :15-second spot per partner to promote Omaha 2033 partnership





PROGRAM SUMMARY

CONTENT DISTRIBUTION

- **DIGITAL:**
 - Core Video Content lives on 3NewsNow.com and OTT/Streaming apps
 - 15s and 30s to be used as digital ad units
- **BROADCAST:**
 - Interstitial (3 segments) air during multiple newscasts
 - 30s and 15s air as part of media plan





PROGRAM SUMMARY

- **EARNED MEDIA:**
 - All videos pushed and promoted on Facebook, Instagram and Twitter
 - Core Content (3 segments) could air on select newscasts at the discretion of the News Director
- **OWNED MEDIA:**
 - Partner granted perpetual rights to use content across all digital channels
- **LIVE EVENT:**
 - Partner to present their blueprint at Omaha 2033 live event with business and city leaders





NEXT STEPS

- LOI
- MEDIA PLAN
- TIMELINE
- LOA
- KICK-OFF: DEC 1, 2022





THANK YOU

LISA VOLENEC



SETH FELDMAN





POTENTIAL PARTNERS

