



The Board: Chicago - Shark Tank for Nonprofits

WGN unveils “Content With A Conscience”

Production & Launch Plan

1. Key Dates & Milestones

- **Shoot Window:** August 11-14 (Field) and August 18 (Studio)
- **Post-Production Window:** August 19 – September 1
- **Air Date Options:**
 - Option 1: Saturday, September 14 (target) 7 PM- 8 PM
 - Option 2: Saturday, September 21 (backup or encore with updates)

2. WGN Production Utilization

Studio & Technical Resources

- Reserve WGN Studio for:
 - Nonprofit presentations
 - Host and donor segments
 - Final deliberation and award reveal
- Equipment to include:
 - 3-camera studio shoot
 - Wireless lavs and boom audio
 - LED video wall or branded signage
 - Lighting rig and stage management

Field Shoot Support

- 1–2 person crews for on-location nonprofit packages
- B-roll and short interviews for each featured organization
- Editing support from WGN post team

Staffing

- Director, Technical Director
- Camera Operators (Studio + Field)
- Audio Technician (Studio + Field)
- Floor Manager
- Post Staff (Associate editor, audio, mixing)
- Executive, Associate, Segment Producer
- Small production staff (PA, Grip)
- Teleprompter Operator

3. Sponsorship Activation

Deliverables for Main Sponsor:

- “Presented by” logo inclusion in title animation and show open
- Verbal mentions by host
- Possible product integration into show
- 60-second branded spotlight segment
- On-air check reveal or community gift moment
- Logo presence on all promo material (TV, digital, print)
- Social media recognition and behind-the-scenes content



- Option to feature executive or representative in show segment

Next Step: Finalize sponsor commitment and provide branding assets to WGN Sales and Graphics teams.

4. Nonprofit Preparation

Confirmed Nonprofits:

- *Hope Always Foundation*
- *Imerman Angels*
- *Holiday Heroes*
- *Teen Cancer America*

Tasks:

- Confirm availability for on-camera representatives (Possible 6-8 hour day)
- Schedule field shoot availability (one day per nonprofit)
- Provide B-roll or materials that help illustrate mission
- Collect signed NDA and media releases for all participants
- Develop promotional strategy

5. Production Schedule

<u>Task</u>	<u>Timeline</u>	<u>Team Responsible</u>
Field Package Shoots	August 11-14	WGN Field Crew
Studio Shoot (Presentations/Host)	August 18	WGN Studio Crew
Ingest	August 11-19	WGN Ingest and Associate Editors
Initial Edit	August 20-25	<i>Hope Always</i> Editor
Internal Review & Notes	August 5-8	Show Producers
Sponsor & Legal Approvals	August 9-12	Sponsor/WGN Legal
Final Cut	August 13-15	WGN Post
Promo Cuts for Digital Platforms	August 16-20	WGN Digital
Delivery to Broadcast	By September 2 or 16	WGN Broadcast Ops

6. Marketing & Promotion

- Work with WGN Marketing to run 2-3 weeks of teaser spots
- Digital campaign: clips, interviews, nonprofit impact videos
- Use WGN social media to tag sponsor and nonprofits
- Local press release through WGN and each nonprofit partner
- Integrate into WGN programming