

VOX POP



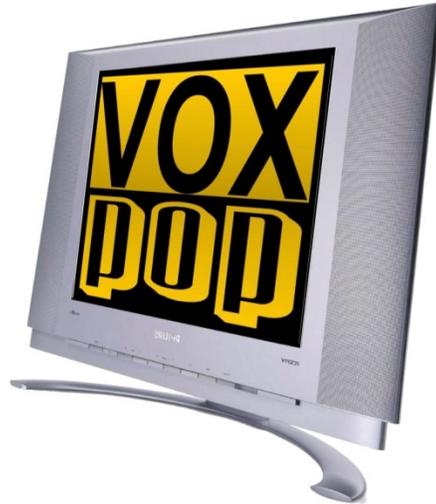
The "Voice of the People"
just got louder.



YANI-BRUNE
ENTERTAINMENT

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Like graffiti on an urban landscape, public opinion is pretty much everywhere these days – well, except maybe on television. More and more it seems the only people who get TV face time are the high-paid pundits pushing some conservative or liberal agenda on a biased “news” program. The voice of Generation Z – the tax-paying, iPod-buying, church-skipping, law-abiding, gas-guzzling **Google Generation** – has been drowned out by the big-mouthed, overpaid blowhards that dominate television. On *VoxPop*, the *voice of the people just got louder*.



In an age where an African American or a woman could become president, skyrocketing pump prices, and Christina Applegate’s radical decision to undergo a double mastectomy, *VoxPop* pays little attention to the views of those we elect to represent us, and more to the collective views of the people they represent. Whether it’s the war in Iraq, a wall along the border, or Tom Cruise’s bizarre, couch-jumping behavior, everyone’s got an opinion. Those opinions now go “*on the record*” with *VoxPop*.

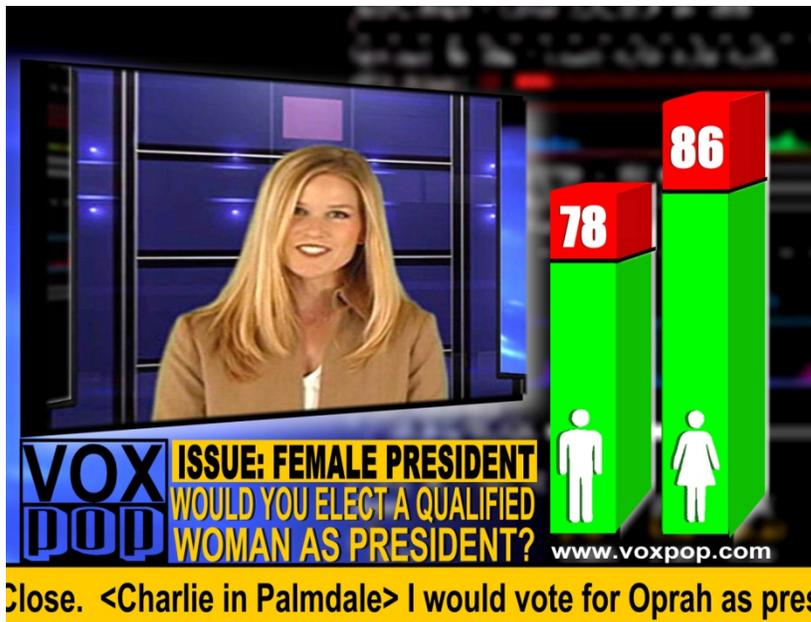
THE SHOW:

VoxPop is a hip, high-tech, one-hour, audience-driven, day & date strip series. Hosted by a young, attractive, outspoken moderator, it’s focus is public opinion – and no subject is off limits. Whether airing “live” or taped-delayed, the show is always current and focuses on the issues of the day. *VoxPop* debunks the myth that Generation Z is too ill-informed to have opinions worth paying attention to. The purpose of the show is two-fold – to 1) measure public opinion after presenting the issues of the day in a news-style format and 2) to hold our elected officials and others in power accountable when they do not follow “the voice of the people”.



THE SET:

The set resembles the ultra-modern look of *Who Wants To Be A Millionaire?* and *Deal or No Deal*. The audience members surround the set and our hosts are “in the round” so that audience members’ faces are seen in nearly every shot – after all, this is *their* show. Two giant, suspended videowalls will reveal the audiences responses to each topic they vote on. Our 100 studio audience members will each have a remote voting device at their seat which allows them to input their responses to the questions they are asked. Before each show, the audience members will input various information about themselves – whether they are male/female, liberal/centrist/conservative, age range, etc., which will allow their answers as a group to be aggregated based on any variables the producers are looking for. Two podium areas in the audience area allow audience members to share their opinions with the host. (*We can also add an internet element that allows viewers to vote in real time*).



results.

ON SCREEN:

Viewers can instantly see how audience members voted by the high-tech, 3D graphics that appear on the screen. The actual results “bars” are animated so they rise from bottom to top to create a sense of anticipation as the results are revealed. Of course, dramatic music and lighting accompany each revealing of

Also on-screen is a lower-third scroll specifically for the opinions of viewers at home (assuming the show airs live). Viewers can text or e-mail their opinions which, after being reviewed by a show producer, will be scrolled along the bottom of the screen.

CROSS PLATFORMS:



The program easily lends itself to cross platform uses. The show can produce daily “opinion polls” that are e-mailed, texted, or sent as video files to viewers’ cell phones, where they can vote and then watch the results of their voting on the next show. The website voxpath.com will have an archive of all the poll results taken on any subject, as well as new polls that website visitors can participate in. The show will aggressively market itself as the public opinion poll authority – and will release topical poll results to national and local media, newspapers, magazines and wire services.

SHOW FORMAT:

Below is an example of a typical, one-hour show format.

SEGMENT #1

OPEN TEASE:

Announcer: Straight ahead on VoxPop, Hundreds of thousands of illegal immigrants take to the streets – demanding citizenship. Will our studio audience grant their request?

A New York City employee is fired for surfing the internet on the job. We ask our audience - is that fair?

A case of fetus interruptus for Tom Cruise – California bans private citizens from buying and using ultrasound machines. What is with this guy?

The supreme court says Playboy model Anna Nicole Smith can pursue her dead husband’s 500-million dollar fortune – will our audience make her a rich woman?

And which cartoon character would you most like to see naked? From breaking news to nudie toons, we amplify the voice of the people – this is VoxPop for Monday, May first, 2006.

HOST HELLO

Our host Connie walks onto stage, greeting the crowd.

Connie: *Good afternoon everybody, welcome to VoxPop. Let's get right to it – we want to hear the voice of the people!*

The host leads the audience into a quick series of poll questions about current topics – so we get some instant feedback from our audience – before tackling the topic of the day.

Connie: *OK – Breaking news from California- lawmakers say Tom Cruise set a bad example by buying an ultrasound machine so he could see images of his then unborn child. Audience, should people be allowed to by an ultrasound machine just because they can afford it? Yes, or No?*

Quick Results on Video Board

Connie: *Audience says no, only medical professionals should have ultrasound machines.*

Next topic - A woman is pregnant with Britain's first "designer baby"- selected to prevent an inherited cancer. The woman used a controversial genetic-screening technology to ensure that she does not pass on to her child the hereditary form of eye cancer from which she suffers. The question is – do you think doctors should be allowed to genetically screen an embryos for disease before transferring a health embryo into a woman's womb? Yes or No?

Quick Results on Video Board

Connie: *Look – split right down the middle. 49 percent say yes and 49 percent say no.*

Connie: *Next topic, Oliver Stone's controversial new film about George W Bushi code opens in theaters across the country this weekend. Do you plan to see it? Yes or No.*

Quick Results on Video Board

Connie: *An overwhelming yes – looks like controversy is key to a successful movie. With that number, we're easily looking at the film breaking the \$100 million mark in its first weekend.*

Connie: Now on to our topic of the day. All around the nation today, illegal immigrants took to the streets demanding amnesty. It's the latest salvo in the nation's war over the border. Before we get your opinions, let's check in with Michele Ruiz in Los Angeles for the latest on today's marches.

BRIEF NEWS REPORT ON TOPIC OF THE DAY

In this 1-minute, news-style segment, reporter Michele Ruiz presents an unbiased report on what happened today in marches around the country.

VOTING ON TOPIC OF THE DAY

Connie: Thank you Michele. Now, audience, the questions go to you. Remember, you are speaking on behalf of your country with your votes. Please pick up the electronic remote at your seat to answer the following questions. Question Number One – Should illegal immigrants – people currently living here in the U.S. illegally, be given amnesty – in other words, should they be allowed to stay and eventually become citizens. Please select the “Yes” or “No” button on your remote.

We see cutaways of audience voting.

Connie: Question Number 2, the House of Representatives and the Senate are each working on separate immigration bills. The House bill makes being an illegal immigrant a felony, and also calls for building a 7-hundred mile security fence between the U.S. and Mexico. The Senate bill allows current illegal immigrants to stay here under a “guest worker program”. To become a citizen, they must work here for 6 years, pay a fine, undergo a background check, and learn English. This is the measure President Bush supports.

Which of these measure do you most agree with – press #1 for the House bill, #2 for the Senate bill.

We see cutaways of audience voting.

Connie: And finally, according to the L.A. Times, 25-percent of all inmates in California prisons are Mexican nationals here illegally. Remember, we are paying for their stay in prison. A yes or no

question – once the borders are secured, should America deport all illegal aliens who are currently imprisoned in the U.S.? Yes or no?

We see cutaways of audience voting.

VOTING RESULTS

Connie: *OK. Time to check the results. Question Number One – Should illegal immigrants – people currently living here in the U.S. illegally, be given amnesty. Let’s see what the people say.*

Animation on the videowalls revealing the results.



Connie: *Wow, a full 61 percent of you say “No”, immigrants should not be given amnesty. You know what, let’s go one step further and see how the vote comes out when we separate the conservatives and the liberals.*

Animation on the videowalls revealing the results.

Connie: *A full 55 percent of liberals and a whopping 96 percent of conservatives are calling for no amnesty. That’s actually a high number for liberals. Liberals have been the most outspoken in demanding amnesty for illegal aliens.*

The remaining results are revealed, followed by the first tease:

TEASE

Connie: *When we come back, two very outspoken people on this debate will try to convince our audience that the voices of America should reflect their viewpoints. Stay with us.*

COMMERCIAL #1

SEGMENT #2

TOPIC OF THE DAY GUESTS

Segment #2 begins with the introduction of two on-set guests:



Joe Arpaio

Maricopa County Arizona Sheriff
who is leading a posse of volunteers to
round up and arrest illegal aliens in his jurisdiction



Charlie Gonzalez

U.S. Representative, (D) San Antonio
who supports immediate amnesty for all
illegals currently in this country.

Our host interviews our guests. The host explains that it is important for each of the guests to make their points clearly – to see if they can sway the audience to come around to their particular viewpoint. We will be taking another vote to see if, after our guests statements, they have caused anyone in the audience to change their opinion.

The guests verbally attack each other in a few heated exchanges. Arpaio's main point is that Mexicans need to learn that they cannot come to the US and get amnesty – he will round them up and lock them up. Gonzalez's key point is that we should secure the border, but let the illegals who are already here be given amnesty.

Once the interview is done, and with our guests still on set, it is time to see if the opinions of the audience have changed.

QUESTION OF THE DAY RE-VOTE

Connie: *OK guests, you've each had your say – and earlier you saw that a majority of our audience members believe illegals should not be given amnesty. Let's put that question back to our audience to see if you've changed anyone's mind: Audience, the question – Should illegal immigrants – people currently living here in the U.S. illegally, be given amnesty – in other words, should they be allowed to stay and eventually become citizens. Please select the "Yes" or "No" button on your remote.*

We see cutaways of audience voting.

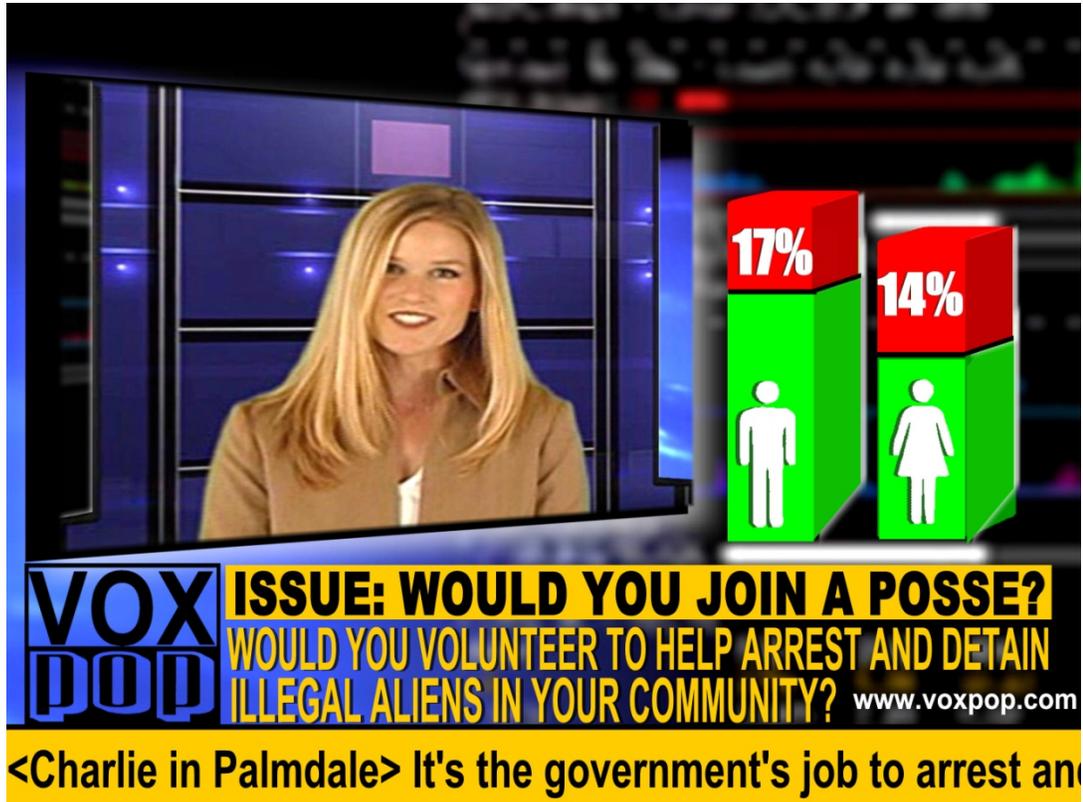
VOTING RESULTS

Connie: *OK, the moment of truth. Let's see if either of our guests' opinions changed the minds of our audience. Should illegal immigrants – people currently living here in the U.S. illegally, be given amnesty. Let's see what the people say.*

Animation on the videowalls revealing the results.

Connie: *Wow, 67% now say that illegals should not be given amnesty – that's up from 62%. Congressman Gonzalez, it looks like Americans are not buying your argument. How do you feel about that?*

Congressman Gonzalez responds and is clearly disappointed.



Connie: *Sheriff Arpaio, before you go, we want to ask our audience this question. Audience – the Sheriff is gathering a posse of volunteers to round up and detain illegal immigrants in his county in Arizona. Here’s the question – if you lived in Maricopa County, would you volunteer to help the sheriff round up illegals? Yes or no.*

We see cutaways of audience voting.

Connie: *And here are the results. Wow, only 17% of men and 14% of women would actually volunteer to help out. Sheriff, your thoughts on that?*

Sheriff: *Well sure, it shows you that people can talk the talk but they don’t usually walk to walk. If Americans want action in this country, they need to step up to the plate.*

Connie: *Sheriff, you’re mixing your metaphors, but we get your message. Thank you for joining us.*

TEASE

Connie: *Tom Cruise sparks a debate in California. And Anna Nicole Smith’s fortune – if a Federal court awards millions to her estate, should the money go to her infant daughter? VoxPop continues.*

COMMERCIAL #2

SEGMENT #3

ANNA NICOLE SEGMENT

Connie: *Several celebrities are making news tonight. We start with Anna Nicole Smith, the Playboy Playmate died more than a year ago, a few months after giving birth to daughter Dannilynn. But her unresolved inheritance is about to go back to federal court. It could award tens of millions of dollars to Smith's estate because of her marriage to billionaire J. Howard Marshall. That money would then be inherited by 1-year-old Dannilynn.*

QUICK TAPED REPORT ON ANNA

Connie: *Audience, we want to hear from you. Even though J. Howard Marshall did not name his wife Anna Nicole in his will, because she was married to him, should Dannilynn be awarded the millions as the sole heir to Smith's estate? Let's go to the podiums...*

THE PODIUMS

Cameras go to the audience podiums where audience members are lined up to give their viewpoints.

Girl At Podium #1: *She was married to him. Her estate is legally is entitled to half of that money, and now it should all do to Dannilynn.*

Man at Podium #2: *She was a gold digger and only married him for his money. This is all a waste of time. The baby should get nothing.*

Man At Podium #1: *She was just using the old guy. No way should that kid get anything.*

Connie: *OK, we've heard opinions on both sides. Audience. It's up to you. Here's the question. Because Anna Nicole Smith was legally married to J Howard Marshall, how much money she be awarded to the infant, Dannilynn?*

Press #1 for "Nothing"

Press #2 for "\$1 million or less"

Press #3 for "\$50 million or less"

Press #4 for "the entire\$500 million estate", which is what Anna's estate is asking for.

We see cutaways of audience voting.

VOTING RESULTS

Connie: *Here are the results. How much should Anna Nicole Smith's estate receive from her late husband's estate? Wow, look at these numbers. 75% of you said "Nothing". Are you serious? 10% said a million or less, the rest of you \$50 million or less – no one said Dannilynn should inherit her stepfather's entire fortune. Fascinating. I thought for sure most of you would give her something.*

TEASE

Connie: *Well, the people have spoken. America wants Anna Nicole's daughter Dannilynn to go penniless. Here's a question for you – should your boss be allowed to fire you if you surf the internet at work? That's coming up, but first, check out some poll results from some questions we asked you on our website.....*

ANIMATION OF WEBSITE POLL QUESTIONS AND ANSWERS

COMMERCIAL #3

SEGMENT #4

INTERNET FIRING

Connie: *We are back with an important question facing employers everywhere. How to deal with employees who spend time surfing the internet while on the job. An employee for New York City's Department of Education was fired yesterday because his boss found him regularly visiting news and travel websites. He had repeatedly been warned that it's a misuse of his work time.*

Joining us now is Toquir Choudhri, the city worker who was fired and Nancy Maitland, a spokesperson for the NYC Board of Education. Welcome to you both.



Toquir Choudhri
Fired NYC Dept of Education Worker



Nancy Maitland
NYC Dept of Education Spokesperson

The host interview both guests, who each tell their side of the story.

Connie: *OK, audience. You've heard the facts on each side. You also know that Toquir was fired, even though a judge recommended he only be reprimanded. In this particular case – and remember, Toquir was a 14-year employee with no previous trouble on his record - this case only, if you were Nancy, what would you have done?*

- Press #1 – if you would fire Toquir*
- Press #2 – if you would issue a written reprimand*
- Press #3 – if you give another verbal warning*

We see cutaways of audience voting.

Connie: *Next question. How should any employer deal with situations where their employees may be tempted to use the internet for personal use while at work.*

Press #1 – if you believe using the internet for personal use should be handled the same way the company handles employees who make personal phone calls or read newspapers while on the job.

Press #2 – if you believe an employee can surf the internet all he wants – as long as he gets his job done.

Press #3 – if you believe employees should be outright fired after first being warned about misusing the internet.

We see cutaways of audience voting.

VOTING RESULTS

Connie: *OK, all votes are in. Let's check out the voice of the people. In the case before us, if you were Nancy, what would you have done?*

Let's see your decision. Wow, overwhelmingly, this audience agreed with Nancy – a whopping 88-percent said they would fire Toquir. Ten percent would have reprimanded him and only 2 percent would have given him another warning. Let's turn to you, Toquir – what do you have to say to the audience who agree with Nancy in firing you?

Toquir: *I still think it's totally unfair, and your audience is on some kind of power trip. I was a dedicated employee and to fire me this way is inexcusable.*

Connie: *Nancy, looks like you been vindicated, at least in the eyes of the audience.*

Nancy: *Well, I'm glad they agreed with me. Toquir had been repeatedly warned – so he got what he deserved.*

Connie: *I want to thank both of you for taking them time to join us. Next on VoxPop, A pop star announces she's in love with a married man. Is this something celebrities should reveal to their underage fans?*

COMMERCIAL #4

SEGMENT #5

SPEEDBALL SURVEY

The SpeedBall Survey is sort of a lightning round – where the host asks a quick succession of questions and we get instant answers from the audience.

Connie: *In our SpeedBall Survey tonight, we start with a Malaysian pop star, Siti Nurhaliza, who has announced to her fans that she is in love – with a married man. And she plans to marry him once he gets a divorce.*

Audience – should celebrities from anywhere discuss adulterous relationships in public – where underage fans begin to think it's OK to date a married man? Yes or no.

Quick Results on Speed Board

95 Percent say no, Siti should shut her mouth.

Next, would you stop buying the CDs of performers who discuss their adulterous relationships in public? Yes or No?

Quick Results on Speed Board

Connie: *Only 23-percent say yes. It seems out audience is willing to separate life from art.*

Additional Speedball questions are asked, with the final question pertaining to American Idol:

Connie: *And finally, American Idol is down to four contestants – which one will you vote off tonight?*

*Press # for Elliott Yamin
Press #2 for Chris Daughtry
Press #3 for Matharine McPhee
Press #4 for Taylor Hicks.*

TEASE

Connie: *We will get your early results on tonight's American Idol vote when we come back.*

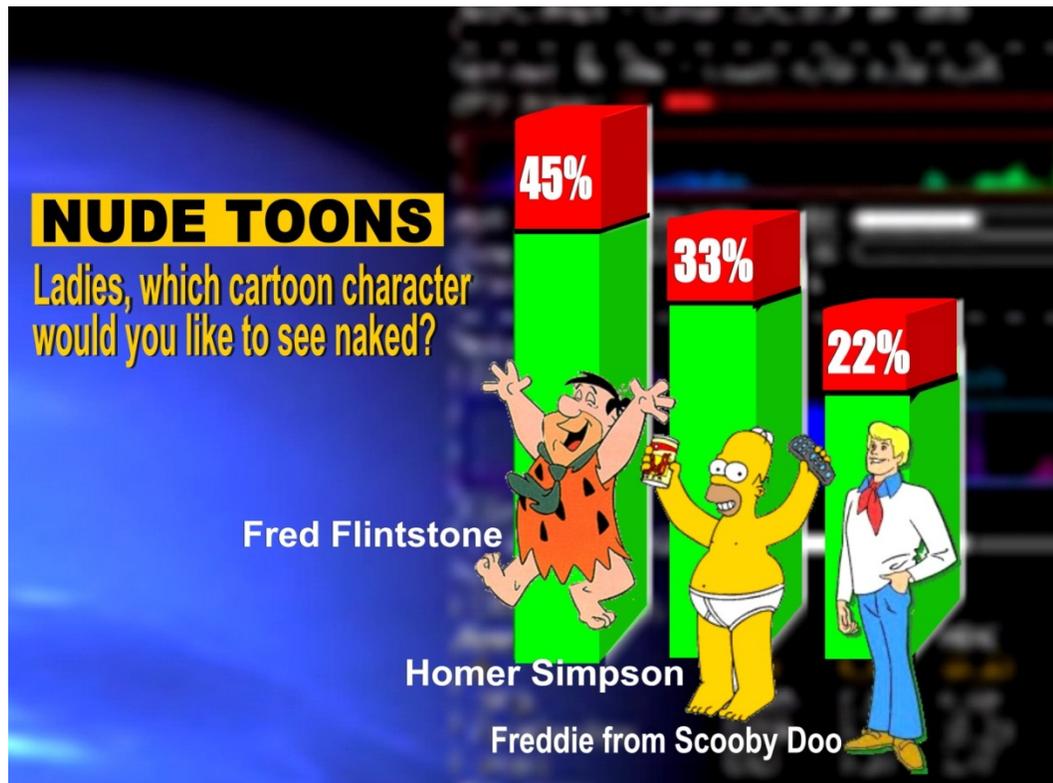
SEGMENT #6

SHOW WRAP UP

Connie: *We are back with our own poll of tonight's American Idol. If you remember, our audience predicted that Paris Bennett would be voted off – and she was.. Let's see who our audience says will be leaving tonight:*

Here are the results – Elliot is overwhelmingly voted out.

Connie: *And finally tonight, the much anticipated results of our on-line poll question – with millions of people voting, the question was – which cartoon character would you most like to see naked? We allowed you to submit one name. Of the hundreds of candidates nominated, here are the results – and clearly women voters won out.*



Connie: *The number three choice is Freddie from Scooby Doo. The number two vote goes to Homer Simpson. And the cartoon character America would most like to see naked – a long shot landslide – Fred Flintstone. Congratulations Fred.*

Connie: *And with that, we want to thank America for allowing their voices to be heard. We hope to see you again tomorrow here on VoxPop., Good night.*

EXECUTIVE PRODUCER – RAYMOND J BRUNE



At last count, **Raymond J Brune** has produced more than 15,000 hours of live network, cable and local television. Most recently, Ray Executive Produced two seasons of *Lisa Williams: Life Among The Dead* (Lifetime) and 225 episodes of *Merv Griffin's Crosswords* (syndication). With producing partner Andrew Yani, **Yani • Brune Entertainment** created and produced *Second Verdict* which aired a full season on *PAX*. As Vice President & Executive Producer of **E! Network's** news division. Ray re-launched the network's flagship news franchise *E! News Live* and grew the highly desirable adult 18-34 demo by a whopping 71% and its adult 18-49 demo by 44. Ray's previous role as Vice President and General Manager of the Fox-produced *TVG Network* brought television into the new millennium. This first truly interactive television network is a joint venture between **Fox, AT&T** and **TV Guide International**. Since its launch in July 1999, **TVG** has boosted **TV Guide's** valuation

by more than \$2 billion.

Before joining TVG, Ray was Executive Producer of *Good Morning America/Sunday*, the weekend edition of the ABC News franchise *Good Morning America*. Ray began his tenure at ABC in 1997 as Executive Producer of *World News Now*, the network's top-rated overnight news broadcast. In 1991, Ray co-created and produced the wildly-successful *KTLA Morning News*. The two-hour program was consistently rated #1-rated for 14 consecutive sweeps under Ray's watch. His format for the show has since been copied by networks and local stations around the country. Prior to KTLA, Ray was a news producer at *WDIV-TV* in Detroit, *WBNS-TV* in Columbus, *WSAZ-TV* in Charleston-Huntington, and *WLWT-TV* in Cincinnati where he produced **Jerry Springer's** first foray into television

Ray has been honored with four **Emmy Awards** by the Academy of Television Arts and Sciences, a **Peabody Award** for KTLA's continuing coverage of the Rodney King Beating Trial, three Best Newscast awards from the **Associated Press**, six additional **Emmy Nominations**, and three **Golden Mike** Nominations.

EXECUTIVE PRODUCER – ANDREW YANI



Andrew Yani is a well-known on-air personality and a favorite among the highly-coveted 18-49 demographic. Andrew Executive Producer two seasons of *Lisa Williams: Life Among The Dead* (Lifetime) and 225 episodes of *Merv Griffin's Crosswords*. With producing partner Raymond J Brune, **Yani • Brune Entertainment** created and produced *Second Verdict* which aired a full season on *PAX*. As host of Primedia's *Channel One*, Andrew has been seen daily by tens of millions of junior and senior high school students. During his time with the network, Andrew was named **White House Correspondent**, reporting live from the North Lawn. He is also a seasoned war correspondent, covering Palestinian-Israeli clashes across the West Bank and Gaza. Andrew has traveled around the world, covering breaking stories in Kosovo, Macedonia, South America, Asia, the Balkan Peninsula and the Middle East.

As an entertainment reporter for *EXTRA* and *E! News Live*, Andrew is well-known on the red carpet covering Hollywood's biggest award shows including **The American Music Awards**, **The Golden Globe Awards**, **The Academy Awards** and numerous film premieres. Andrew's numerous celebrity contacts provided *E! News Live* with exclusive interviews including sit-downs with Tom Cruise and Hugh Jackman. Andrew was occasionally called upon to produce segments for specials and pilots for the network. While at E!, Andrew was seen in 300+ countries in 17 languages.

Andrew's other hosting experience includes King World's *Hawaiian Beach Party*, *Beach MTV*, and *KITV's Extreme Sports*. He started his on-air career as weathercaster at *KHNL-TV* in Honolulu. Along with MTV's Anonda Lewis, Andrew was named Spokesperson for the National Mental Health Awareness Campaign's Signs For Life Teen Suicide Prevention Program. He has two Prism Award Nominations from the Entertainment Industries Council, Inc. honoring productions that realistically show substance abuse and addiction.

