

LATE BREAKING NEWS FROM
THE SYNDICATION GROUP
ALL NEW 30 MINUTE MAC COMPUTER PROGRAM FOR '92

Date: April 10, 1992
Subject: "MAC TODAY" A NEW 30 MINUTE
ALL MACINTOSH COMPUTER TELEVISION PROGRAM.
To: Media and all interested parties.

"Mac Today" is a program that for the first time delves head first into the world of the Apple Macintosh Computer - the machine that virtually turned around the way people interacted with the computer! Today the Macintosh is a dominant force in the domestic and business marketplaces. "Mac Today" is the first show of its type to address exclusively the Macintosh platform with a goal to bring the tv audience hardware and software wizardry available to the desktop Mac user of today. To the non-Mac owner, "Mac Today" will present a blend of science, technology, and high tech to marvel at. It will demonstrate a fresh approach to introducing new products on the cutting edge of the industry by involving and featuring the developers and manufacturers of these products. From desktop publishing to investigative reporting to new technology on how the Mac is used in industries like medicine and publishing. Human interest stories that bring the Mac to school and to the office, viewers can first handedly hear the story from the people making the story. It takes an approach that departs from the stuffy in-studio style of presentation by spending a tremendous amount of time in the field to give "Mac Today" a rapid fire, highly informative pace. It goes in close and up front to bring viewers right down into the camps of the manufacturers and third party vendors who bring to market a vast array of products and peripherals for the Mac. Every week will feature two segments of "late breaking news" from the week past. By utilizing satellite broadcast of weekly feeds to our station lineup, "Mac Today" news will be current, fresh, and on target! Host wrap arounds will accompany for intros, lead ins, interviews, and commentary. "Mac Today" will be hosted by Bob LeVitus, who is a contributing editor to MacUser Magazine, author of several best selling books including Dr. Macintosh, and one of the industry's best known Mac gurus. His high energy delivery, coupled with an exceptional knowledge of the products and people who make the Macintosh special, produce an entertaining, exciting, dynamic, and informative "Mac Today". The format is 100% HIGH ENERGY!

Our set will contain and feature the cosmic artistry of renowned San Rafael, California, artist Dave Archer. By employing over one million volts of high frequency electricity to paint on glass, Dave creates electrifyingly striking "starscapes." One of Dave's creations, "Spirit City," which contains a Mac generated cityscape has been enlarged into a 3 foot by 5 foot "Duratrans" set transparency, and has been incorporated into the hi tech "Mac Today" set. Dave's work can also be seen in the new "Star Trek®, The Next Generation" television series and in "Star Trek ® VI - The Undiscovered Country" motion picture.

"Mac Today" was offered as first run, never before released programming to the broadcast medium via the NATPE Convention of television programmers held in New Orleans, LA, January, 1992. NATPE is a convention of television programmers representing television stations globally, including networks and cable operations such as ABC, NBC, CBS, The Discovery Channel, CNN, and The USA Network to name a few. All of our premarketing had received a considerable amount of optimistic reception, and "Mac Today" fared quite well with programmers at the convention. "Mac Today" is available to strip into the Saturday late morning or afternoon block in early spring. "Mac Today", a dynamo programming tool to target the strong, financially sound buying demographic of adults 25-49!

Call Larry Scott or Kim Davis at The Syndication Group to view a pilot demo of "Mac Today".

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UPDATE: April 10, 1992

As of this date "Mac Today" will be carried by 117 affiliates in 73 television ADI markets, 17 of which are in the top 25. "Mac Today" will premiere Saturday, May 30, 1992.