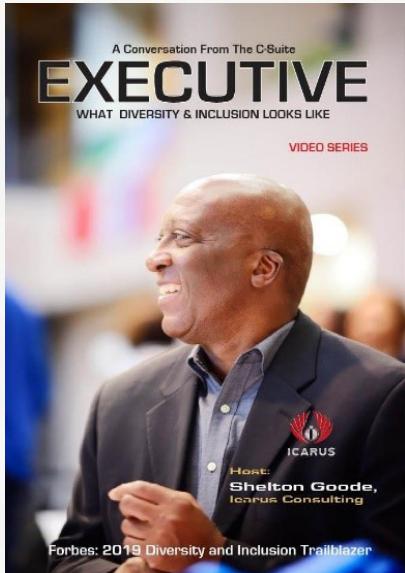


The Executive

Conversations
from the C-Suite
Video Series



The Executive: Conversations from the C-Suite Video Series Proposal

Show Title: **The Executive: Conversations from the C-Suite.**

A business series featuring 20 minute episodes that cover current, diversity, equity, and inclusion topics. The episode, which will be filmed on location at your company, will explore how C-suite executives in your organization leverage diversity and inclusion for competitive advantage. The episode will help reinforce messages that your company has shared via other media and channels. The proposed reach is 500,000 impressions per episode. Each episode will be hosted by Dr. Shelton J. Goode, who has been recognized by Forbes as a "D&I Trailblazer." The series will be and produced by Mathew Johnson, who has won 4 Emmy Awards for similar series.



INTRODUCTION

In today's world, a company's brand has never been more important. According to a McLean and Company Report, 66% of people agreed that a company's brand is directly tied to the reputation of the company's C-Suite Executives -- the faces of the organization. Because of this fact, the company's diversity and inclusion (D&I) messages can significantly impact the perception of your customers and future employees.

That is why we have crafted a proprietary brand-strengthening marketing strategy that will enhance the perception that your company is committed to diversity and inclusion in the minds of potential employees, customers, suppliers, and key stakeholders.

BUSINESS CASE

Today's leading companies are diverse organizations that develop, implement, and monitor strategies to improve diversity and inclusion in their organization. They realize that diversity and inclusion is a strength that unlocks the company's full potential and helps achieve key business goals. The customers and communities that companies serve are also diverse and expect the company to engage in D&I actions that contribute to long-term business success.

Your company needs a clear and concise diversity and inclusion message that is unique to your company's brand. **The objective of The Executive: Conversations from the C-Suite** series is to communicate key D&I messages (internally and externally) that will evoke a sense of pride about your company and increase awareness of your company's commitment to diversity and inclusion.

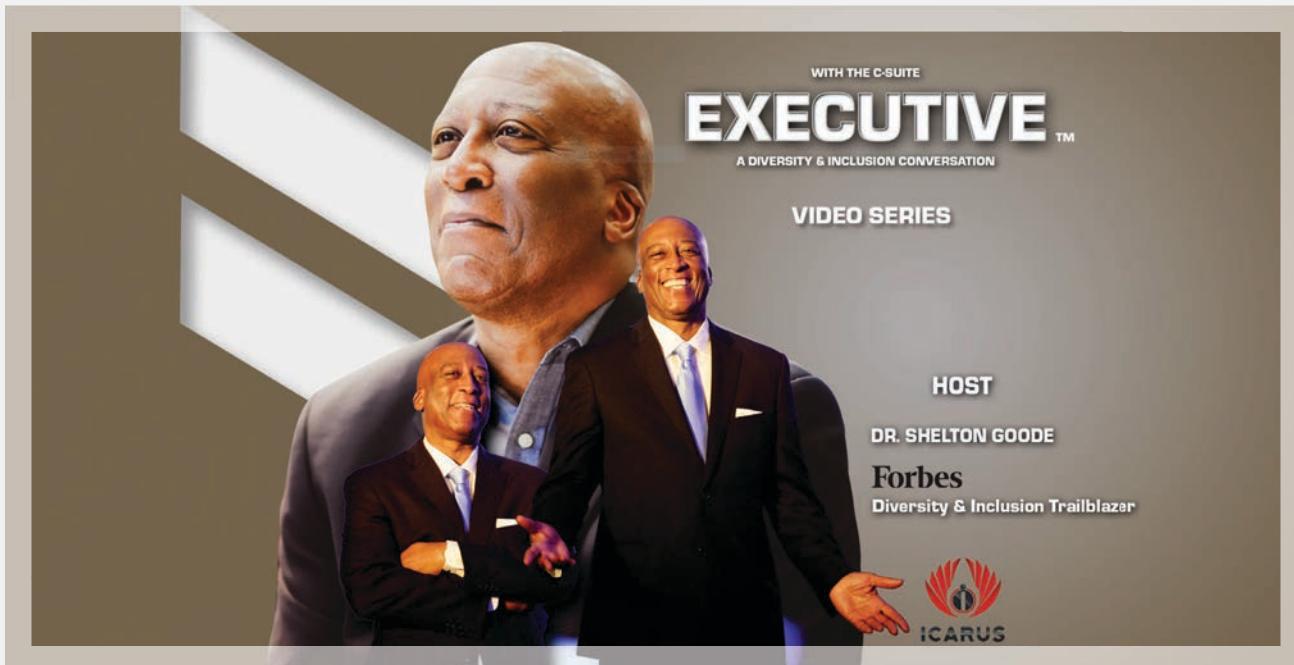
Executive: Conversations from the C-Suite will help your company achieve the following objectives:

- ▶ Create greater awareness of your company's efforts to build a diverse workforce and sustain an inclusive workplace.
- ▶ Improve your customers, suppliers, and key stakeholders' understanding of your company's diversity and inclusion efforts.

DESCRIPTION

The Executive: Conversations from the C-Suite, a C-Suite Conversation, is a streaming, social media series that covers today's D&I issues, concerns, and best practices from a C-Suite perspective. The show is designed to inspire C-Suite executives to invest in D&I actions that will result in innovative designs, better products, improved services, robust communities, and inclusive organizations. The show will be produced by 4-time Emmy Award winner Johnson Media Consulting.

Dr. Shelton Goode, who has been recognized by Forbes as one of the ***"Top 10 Diversity and Inclusion Trailblazers"*** in the country, will host the show. Dr. Goode will probe into the thinking of C-Suite executives on how they set big D&I goals. The show will give you a platform to share your company's D&I best practices.



Dr. Shelton Goode, president, CEO of Icarus Consulting and host of the "The Executive," will select the topics and provide the background and context about the issues to be discussed during the episode.

BASIC SHOW SET-UP



The Executive: Conversations from the C-Suite is a platform for you to discuss today's D&I topics from the perspective of a C-Suite executive. The 20-minute program will be conducted in a fireside chat interview style and will cover three to four current D&I topics. The "EXECUTIVE" will provide a robust social media outlet for you to showcase your company's commitment to diversity, equity, and inclusion.

Your company's episode will explore how you drive positive change in the organization. We will take a candid and transparent look at the organization's successes, as well as "near misses." The episode will also examine how you hold leaders in the company accountable for addressing unconscious bias and other barriers to diversity, equity, and inclusion. The following is an example of topics that may be covered during the show:

- ▶ The strategic direction of the company's diversity and inclusion strategy.
- ▶ The company's efforts to increase accountability for meeting D&I objectives.
- ▶ The company's best practices and lessons learned.
- ▶ The company's efforts to expand managers' understanding of D&I.
- ▶ The company's business D&I case.
- ▶ The company's future D&I plans.
- ▶ The company's progress to become more diverse and inclusive.

TARGET AUDIENCE

Who are we talking to?

- ▶ Target: Total Market to include current and future employees, community leaders, professional associations, educational institutions, present and potential vendors & suppliers, current & prospective customers, shareholders & investors, and other key stakeholders

What does the audience value?

- ▶ A company that is taking authentic steps to build a diverse workforce and inclusive workplace.
- ▶ A company that respects, values, and cares about their employees, customers, suppliers, shareholders, and communities

What does the audience currently think?

- ▶ The audience is probably NOY aware of your company's diversity and inclusion efforts, progress, or results.

What should the company want the audience to think?

- ▶ The company is committed to diversity and inclusion.
- ▶ The company is continuously progressing and working to be a better company.

What are the most persuasive ideas we will convey during the show?

- ▶ The company values individual differences and leverages the company's diversity to achieve business goals.
- ▶ Diversity and inclusion are company strengths that help the company attract and retain the best employees and suppliers.
- ▶ Diversity and inclusion help the company to better understand and respond to customers' needs and to serve the community better.

Why should the audience believe you?

- ▶ The company is currently taking several steps to make the company better for employees, customers, suppliers, and stakeholders.
- ▶ The company provides a supportive environment where employees can voice issues, present solutions, and participate in activities that will improve the work culture, which leads to employees feeling included and respected in the company.
- ▶ Participating in The Executive: Conversations from the C-Suite show is one of the ways your company intends to inform of the audience about the company's diversity and inclusion effortscompany's diversity and inclusion efforts.

IDEAL COMPANY AND C-SUITE EXECUTIVE

We request the company make available for an interview with an executive who is confident, competent, and comfortable discussing the company's diversity and inclusion strategy, initiatives, metrics, and progress.

TONE

The show will emphasize a participatory, pleasant, but serious expression without being derogatory about topics, ethical, focused, constructive. The show will also have its serious moments, especially when discussing issues like unconscious bias and other barriers to diversity, equity, and inclusion.

MARKETING

Icarus Consulting and Johnson Media Consulting will market the episode on mainstream social media during core business hours to ensure extensive viewership. The proposed reach is 500,000 impressions per episode. Icarus Consulting and Johnson Media will be responsible for complete execution and run-of-show plan to include scripting, preproduction, production, and post-production.

Social Media has emerged as a prime medium of information for most companies. Social Media outlets such as LinkedIn and YouTube hold immense importance as an educational and advocacy tool. Issues discussed and portrayed on social media gain limelight and evoke a response from viewers.

Executive: Conversations from the C-Suite will blend D&I information, education, best practices, and advocacy elements into one 20-minute segment. The show will feature 20-minute interviews that highlight current D&I issues. The show will be compelling and is expected to generate a discussion among other C-Suite executives in your industry on how to make their respective companies more diverse and inclusive by following your lead.



INVESTMENT

Platinum Sponsor (\$10,000)

- Company featured in promos of the show
- Company name and logo - Video Open
- Company name and or logo - Video Lower Third (Entire length)
- Primary Company Logo Placement
- Video Opening & Closing – Primary Logo Placement
- Hyperlink – Company Link
- Placement on your company website and social media platforms
- The company recognized in online E-blast and links to the event website and social media links
- Social media placement
- Live TV, Podcasts Show, and Webinar Promos
- Two (2) VIP Passes at a national D&I Conference
- Best Practices discussed and shared during conference presentations and webinars
- Conference Advertisement
- Onstage signage during conference presentations
- Company/Logo included on printed, promotional material, event banner
- Company material included in event gift bags

Gold Sponsor (\$8,000)

- Recognition as Gold Level Sponsor
- Video Opening & Closing – Primary Logo Placement
- Hyperlink – Company Link
- Social media placement
- Live TV, Podcasts Show, and Webinar Promos Webinar Promos
- The company recognized in online E-blast and links to the event website and social media links
- One (1) VIP pass at a national D&I conference
- Best Practices discussed and shared during presentations
- Conference Advertisement
- Onstage Signage During Presentations

Silver Sponsor (\$5,000)

- Recognition as Silver Level Sponsor
- Video Opening & Closing – Logo Placement
- Hyperlink – Company Link
- Social media placement
- Placement on your company website and social media platforms
- Best Practices discussed and shared during presentations

PRODUCTION TEAM INFORMATION

Interviewer: Dr. Shelton J. Goode,
president & CEO, Icarus Consulting

Qualifications

In November 2019, Forbes recognized Dr. Goode as one of the Top 10 Diversity and Inclusion Trailblazers. He is also a highly decorated Air Force veteran, has not only served the country in time of war but also consistently served his community in a time of need. In July 2011, the Supreme Court of Georgia appointed him to the State Bar Ethics Investigative Panel.

He was one of only three non-lawyers serving on this prestigious panel. He chaired the Conference Board of Diversity and Inclusion Leadership Council and has served on the board of numerous professional organizations such as the Atlanta Compliance and Ethics Roundtable, American Association National of Blacks in Energy, Society for Human Resource Management, and the Atlanta Diversity Management Advocacy Group. The National Association of African Americans in Human Resources awarded him their HR Trailblazer Award in 2005 and 2012 -- the only person selected for the award twice. In April 2013, the Technology Association of Georgia presented him with the organization's first Lifetime Diversity Achievement Award for his body of work in diversity and human resources.

Production House: Johnson Media Consulting LLC

Productions Location: Taping time: 2 hours/ Onsite/sponsors office

Qualifications

- Extensive experience, 10+ years of working in the domain of mass media production, especially in the genre of television talk shows.
- Proven track record of developing television advocacy programs.
- Proven experience of designing and executing television talk shows on diversity and social issues.
- Deep understanding and familiarity with issues of diversity and inclusion.
- Familiarity with overall diversity, inclusion, business issues impacted by diversity, inclusion, and other organizational cultural norms, preferences, and traditions.
- Mobility and willingness to accept assignments at short notice; and
- Resources to develop high quality and visually appealing communication material in customer's language



CONTACT INFORMATION



Please direct any questions, comments, or concerns regarding the contents of this proposal to:

Dr. Shelton J. Goode

Regular business hours:
Monday through Friday,
8:30 am EST. - 5:00 pm EST.



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More information can be found on our web site:
www.icarusconsult.net

A promotional graphic for "THE Executive C-Suite Video Series". The title "THE Executive" is in large white serif font, with "C-SUITE VIDEO SERIES" in smaller white text below it. Below the title is the subtitle "What Diversity & Inclusion Looks Like" in a script font. A large photo of Dr. Shelton J. Goode in a suit stands on the left. In the center is a stylized logo for "ICARUS" featuring a red bird-like emblem above the word "ICARUS" in white. The background has a dark, modern architectural design with the word "DRAFT" written diagonally across it. At the bottom right, it says "Weekly Series" and "Johnson Media Consulting, LLC • 2019".



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