

## About Austin Movie Show

This FAQ (Frequently Asked Questions) is designed to answer most questions related to the syndicated version of the Austin Movie Show.

### What is the Austin Movie Show?

Austin Movie Show (AMS) is a one-hour weekly program covering the Texas independent film community as well the Hollywood film industry. AMS brings audiences news, interviews and entertainment related to the movie industry.

Hosts and show creators Jegar Erickson and Leila Hernandez offer in depth-reviews of all wide release and limited release movies and discuss trends and issues in the film industry. AMS also features comedy skits about current films, the Movie Musketeers (a trio of costumed actors conducting theater exit interviews on new releases), and up-and-coming musical artists of interest to the AMS audience. AMS also publicizes regional cast and crew calls, Box Office results and new DVD releases.

### What is the history of Austin Movie Show?

Austin Movie Show (AMS) has been on the air for almost three years. It began as a radio program December 3, 2004, on Austin's KJCE, AM 1370. From the beginning, hosts Jegar Erickson and Leila Hernandez brought industry news and interviews to the listeners, including notable guests as Robert Rodriguez, Morgan Spurlock, Ethan Hawke and Richard Linklater.

Less than a year later, businessman Louis Myers (key founder of Austin's South by Southwest Film Festival) became interested in a television version of AMS for his local music television channel, Austin Music Network. Jegar and Leila began interviewing filmmakers for television as well as providing movie reviews both on air and in print with INsite, a local weekly magazine.

Following the folding of Austin Music Network near the end of 2005, AMS was briefly off the air before returning on PACT, Austin's Public Access network, in March 2006. AMS came on the air with daily South by Southwest Film Festival coverage, interviewing over 80 filmmakers over a 7 day period.

Using the weekly show on PACT as a building block, the producers began modifying the show for the syndication market. Our crew expanded to 30 people and with this wealth of industry experience, the show has matured as a solid performer. We began marketing the program to potential affiliates in July 2006.

### What are the demographics for Austin Movie Show?

AMS has been able to track demos through viewer signups on the web site [www.austinmovieshow.com](http://www.austinmovieshow.com). Viewers can win merchandise and receive show

newsletters by providing appropriate information. Based on these signups, our viewers currently breakdown as:

<b>14-18</b>	< 1%	<b>Male</b>	42%
<b>19-25</b>	27%	<b>Female</b>	58%
<b>26-35</b>	42%		
<b>36-45</b>	14%		
<b>46-65</b>	14%		
<b>65+</b>	1%		

### **What is the running time of the syndicated Austin Movie Show?**

AMS will be delivered as a one-hour program. The actual program time is 47 minutes, allowing 13 minutes of commercials for the hour program.

### **Is AMS offered in a barter agreement?**

Yes, the only offer at this time is a 100% barter agreement, with a 50% split for commercial time with the local affiliate. The program will be delivered with AMS-sold commercials already within the program. A typical breakdown is provided later in this document.

### **How will Austin Movie Show be delivered?**

Initially we will be delivering physical media to the local stations by Thursday 10am. We will work with local affiliates to determine the best media format (such as DVCAM or Mpeg2 data file) that best serves the affiliate station. As we grow in markets, AMS will move to satellite delivery, most likely with the Pathfire system.

### **What is the recommended time slot for Austin Movie Show?**

AMS's audience is predominately college age and young adult. The program also carries a TV-14 rating due to occasional mild language and suggestive content. For these reasons, AMS is designed as a late-night program.

During our run on Austin cable, we ran at different times throughout the weekend and found our best audience on Sunday nights at 10pm. We highly recommend this timeslot on Sunday night (or post-10pm newscast for those stations with 10pm news). Of course, we can only make recommendations and we depend on affiliate program directors to make the best decisions for their local markets.

### **If AMS is a movie review show, why not play on Friday night or Saturday?**

It may be counter-intuitive, but AMS does seem to play better on a Sunday, which is why we recommend that day. We are not a review show in the way that Ebert & Roper review movies. We don't explicitly recommend to our audience what to see (and most of our demographic ignores mainstream critics anyway, or seeks out Internet websites like rottentomatoes.com that catalog reviews).

Rather, we are a movie variety show and include movie discussions about current releases among our content. Much of our audience sees these movies over the weekend and comes to us to compare our opinions with theirs. This results in a different relationship with our audience and makes a "timely" timeslot like Friday night less critical.

### **What is the TV Rating for Austin Movie Show?**

Austin Movie Show is rated TV-14. Occasional mild language or suggestive content may appear (but still suitable for broadcast), similar to episodes of Saturday Night Live.

### **How many episodes are in a season of Austin Movie Show?**

Our season runs a full calendar year. Because AMS is a topical show covering new movie releases and industry news, AMS will provide a new episode every week. We are slated to provide 46 episodes with all new content.

The remaining 6 weeks, during slow movie periods such as certain weeks in February, August and December, will be compiled shows with some new content and some previously recorded content that is still topical.

### **What does Austin Movie Show do to help promote the series?**

The cast and producers of Austin Movie Show are extremely interested in making the program succeed in any market. We are heavily involved in promotions including appearances by our talent, Jegar Erickson and Leila Hernandez. We coordinate promotions with local businesses as well as our affiliates.

As we expand into other markets, we anticipate a full schedule with local promotions those markets to increase market share for the show. Additionally we provide media material such as local station ID promos to affiliates that help advertise the show.

### **The shows on the DVD contain descriptions of events very specific to Austin, mentioning only Austin theaters and businesses. How is this applicable to my television market?**

The shows on the DVD were the longer airing version in Austin, Texas, edited down to one hour for demo purposes to interested affiliates. Because these episodes were only airing in Austin, all our references are just to the one city. Now that we are syndicating our show, the information provided is inclusive of all our territories.

For example, a limited release movie may only be playing in one theater in Austin and that may be mentioned in the show. If we are syndicated in Dallas and Houston, we will mention specifics to those markets as well. We always strive to recognize our increasing audience and make sure that we are relevant to everyone.

### **Who do I contact for additional information?**

You may contact the show's producer Kris White, at [krisw@austinmovieshow.com](mailto:krisw@austinmovieshow.com) or 512-797-5297.

Jegar Erickson, Executive Producer and Host, may be contacted at [jegar@austinmovieshow.com](mailto:jegar@austinmovieshow.com) or 512-947-1822.

Press materials may be requested from Dana Silverman at [dmsilver@austinmovieshow.com](mailto:dmsilver@austinmovieshow.com) or 214-499-1883.

## What is a typical breakdown of Austin Movie Show?

The cue sheet below provides a typical breakdown for the show.

#	Description	Cue Time	Length	Remain
1	Open with AMS ID	10:00:00 PM	0:00:31	0:59:29
2	<b>LIVE with Hosts</b>	10:00:31 PM	0:01:00	0:58:29
3	Bumper: Reviews Intro, "Click" Trailer	10:01:31 PM	0:02:35	0:55:54
4	<b>LIVE with Hosts</b>	10:04:06 PM	0:03:00	0:52:54
5	"I am a Sex Addict" Trailer	10:07:06 PM	0:02:13	0:50:41
6	<b>LIVE with Hosts</b>	10:09:19 PM	0:03:00	0:47:41
7	"Wordplay" Trailer	10:12:19 PM	0:02:02	0:45:39
8	<b>LIVE with Hosts</b>	10:14:21 PM	0:03:00	0:42:39
9	Movie Musketeers ("Click")	10:17:21 PM	0:03:00	0:39:39
1A	<b>**COMMERCIAL BREAK**</b>	10:20:21 PM	0:02:30	0:37:09
20	<b>LIVE with Hosts</b>	10:22:51 PM	0:00:30	0:36:39
21	<b>Guest: Lacy Pipkin</b>	10:23:21 PM	0:04:00	0:32:39
2A	<b>**COMMERCIAL BREAK**</b>	10:27:21 PM	0:02:30	0:30:09
30	Bumper: Minute Reviews, "Waist Deep" Trailer	10:29:51 PM	0:02:00	0:28:09
31	<b>LIVE with Hosts</b>	10:31:51 PM	0:01:15	0:26:54
32	"Peaceful Warrior" Trailer	10:33:06 PM	0:02:14	0:24:40
33	<b>LIVE with Hosts</b>	10:35:20 PM	0:01:15	0:23:25
34	"Sketches of Frank Gehry" Trailer	10:36:35 PM	0:01:56	0:21:29
35	<b>LIVE with Hosts</b>	10:38:31 PM	0:01:15	0:20:14
36	<b>Hosts outro</b>	10:39:46 PM	0:00:15	0:19:59
3A	<b>**COMMERCIAL BREAK**</b>	10:40:01 PM	0:02:00	0:17:59
40	<b>LIVE with Hosts</b>	10:42:01 PM	0:00:30	0:17:29
41	<b>Musical Guest: Wide Open Sky</b>	10:42:31 PM	0:04:00	0:13:29
4A	<b>**COMMERCIAL BREAK**</b>	10:46:31 PM	0:02:00	0:11:29
50	Boxoffice, Bumper: AMS Insider	10:48:31 PM	0:00:21	0:11:08
51	<b>Intro to AMS Insider</b>	10:48:52 PM	0:00:15	0:10:53
52	<b>AMS Insider</b>	10:49:07 PM	0:00:00	0:10:53
53	<b>AMS Segment 1</b>	10:49:07 PM	0:01:00	0:09:53
54	<b>AMS Segment 2</b>	10:50:07 PM	0:01:00	0:08:53
55	<b>AMS Segment 3</b>	10:51:07 PM	0:01:00	0:07:53
56	<b>AMS Segment 4</b>	10:52:07 PM	0:01:00	0:06:53
57	<b>LIVE with Hosts (CONTINUED)</b>	10:53:07 PM	0:00:30	0:06:23
5A	<b>**COMMERCIAL BREAK**</b>	10:53:37 PM	0:03:00	0:03:23
60	Bumper: Leila's Spotlight	10:56:37 PM	0:00:06	0:03:17
61	<b>LIVE with Leila, Leila's Spotlight</b>	10:56:43 PM	0:01:00	0:02:17
6A	<b>**COMMERCIAL BREAK**</b>	10:57:43 PM	0:01:00	0:01:17
70	AMS ID, New DVD Releases	10:58:43 PM	0:00:15	0:01:02
99	<b>LIVE with Hosts: Goodbye &amp; Sponsors (CREDITS OVERLAY)</b>	10:58:58 PM	0:01:00	0:00:02
	BLACK	10:59:58 PM	0:00:02	0:00:00