American Cities Rebuilding
A Virtual Conference & Broadcast Event

The American Cities Rebuilding (ACR) is a multi-platform event that brings attention to the challenges faced by cities around the country, while also exploring the opportunities and possible solutions for recovery and growth. The backdrop this first year is the COVID-19 pandemic and the simultaneous demand for social justice in our cities. These unprecedented circumstances have laid bare the gaps in resources and rewards available to large segments of our population and provide an opening to consider bold solutions during this period of rebuilding.

Utilizing the creative possibilities of live, digital and television platforms, ACR will explore what has happened and how cities have and can move forward. It will be a multi-day event that includes live conversation, video storytelling, mini-talks and arts performances, all with the intent of informing and engaging the audience in order to build conversations. The inaugural event in October will use Newark as a launching pad to look at its lessons through these last few months— and then reach more broadly into other U.S. cities to help inform larger discussions.

ACR will include extensive community engagement – leading up to, during, and afterwards – with the event itself serving as a springboard for both NJ Spotlight and NJTV News to dedicated coverage of urban issues while also reaching out to the public for its thoughts, ideas and innovations.

ACR is a collaboration between NJTV News, New Jersey’s statewide public media newsroom; partner newsroom, NJ Spotlight, a leading source of digital public policy, environmental and education news in New Jersey; and, WNET, the nation’s flagship public media organization. Prudential is a major funder of the event, with additional supporters soon to be announced.
speakers & contributors
• Christiane Amanpour, Chief International Anchor, CNN and Host, Amanpour & Company
• Neal Shapiro, President & CEO, WNET
• Mayor Ras Baraka (Newark)
• Don Katz, President & CEO, Audible
• Richard Besser, MD, CEO, Robert Wood Johnson Foundation
• Jonathan Holloway, President, Rutgers University
• Pat Foye, Chairman, New York Metropolitan Transit Authority
• Darren Walker, President, Ford Foundation
• Shané Harris, Vice President for Corporate Giving, Prudential Foundation
• Hari Sreenivasan, PBS NewsHour Weekend anchor
• Alfa Demmellash, CEO/Co-founder, Rising Tide Capital
• John Mooney, Executive Director and Education Writer, NJ Spotlight
• Roy Weathers, PwC Vice Chair & Societal Engagement and Solutions Leader

(subject to change)
Event themes and content modules:

- Broadcast event with Christiane Amanpour (Amanpour & Company/PBS)
- The New Urban Economy
- Moving Cities Forward: Leadership in Crisis
- Infrastructure: A Ticket to Ride in Post-Covid-19
- Healthcare: Flattening the Curve & Addressing Disparities
- Education: Raising our Cities’ Children
- Criminal Justice: Equity for All in America’s Cities
Funding levels & benefits
Official Funding Level - $5,000

- Sponsor logo/link in all event email and landing page of ACR event promotion
- Verbal sponsor recognition and logo placement at the opening and closing segments of each virtual event
- Placement on event page on NJSpotlight.com with sponsor’s logo/link
- Acknowledgement in press release

Lead Funding Level - $10,000

All benefits from Framer funding level plus:

- Dedicated sponsor email blast delivered to all event registrants (email copy subject to NJTV/NJ Spotlight approval)
- TV sponsorship of the NJTV News business report for one week (5 newscasts across all airings with the following distribution: Mon.-Fri. at 5:30 pm on WNET/Thirteen and Mon.- Fri. on NJTV at 6:00 pm, 7:30 pm, 11:00 pm & 6:30 am, plus livestream at 5:30 pm. Spot comprised of company logo and up to 10-second FCC/PBS approved tagline/message)

Presenting Funding Level - $25,000

All benefits from Builder funding level plus:

- Billboard spot at the opening and closing segments of Christiane Amanpour TV interview (logo w/ FCC-PBS approved tagline
- Acknowledgement in all paid print advertising promoting the event
- Two-week sponsorship of the NJTV News business report (10 newscasts)
- Inclusion of a 10-15 second pre-roll spot to run before two panels of choice (spot content to be approved by NJTV)
Host Funding Level - $50,000

In addition to all previously referenced benefits, this presenting sponsorship level provides *industry category* exclusivity.

- Sponsor logo/link in all event email and website promotion from both NJTV and NJ Spotlight
- Verbal sponsor recognition and logo placement at the opening and closing segments of each virtual event
- Permanent placement on event page on NJSpotlight.com with sponsor's logo/link
- Dedicated sponsor email blast delivered to all event registrants (email copy subject to NJTV/NJ Spotlight approval)
- Acknowledgement in press release
- Electronic introduction to panelists and keynotes
- Acknowledgement in all forms of paid advertising
- Billboard spot at the opening and closing segments of Christiane Amanpour TV interview (logo w/ FCC-PBS approved tagline)
- Inclusion of a 10-15 second pre-roll spot to run before all panels (spot content to be approved by NJTV)
- Four-week sponsorship of the NJTV News business report (20 newscasts)
Distribution & Marketing Plan
Distribution Plan

Broadcast
The first installment of this multi-media series (10/14/20) will feature Christiane Amanpour’s interview with High-profile COVID-19 Leadership, and will kick off as prime time, broadcast television special in the #1 media market in the US, via telecast on Thirteen/WNET (New York), NJ’s only statewide PBS affiliate, NJTV, and WNET’s Long Island, NY PBS affiliate, WLIW.

LIVE Event
On days two and three of the series (10/15/20 & 10/16/20), the diverse topics/panels, featuring aforementioned notables, will stream live via Zoom, as well as on www.wnet.org, www.njtvonline.org, the NJTV News You Tube channel (https://www.youtube.com/user/NJTodayOnline), and NJTV News partner affiliate’s NJ Spotlight’s site, https://www.njspotlight.com/.

Archive
Following the live launch of the series, it will be archived in its entirety and as segments, on all aforementioned digital platforms.
Integrated Marketing Plan

➢ Preliminary public relations and marketing plan includes press releases to targeted trade and political outlets, as well as key local and national outlets including:

**LOCAL:** The Star-Ledger, Insider NJ, NJ BIZ and ROI NJ

**NATIONAL:** The New York Times, The Washington Post, USA TODAY, Associated Press and Politico

➢ Internal Assets:

➢ Broadcast TV/Radio promos across all WNET Group stations (Thirteen, NJTV, WLIW and WLIW-FM)

➢ Websites of WNET, NJTV, NJ Spotlight, WLIW and WLIW-FM

➢ Email communications and digital newsletters with reach of 1 million constituents

➢ Social Channels for WNET, NJTV, NJ Spotlight, WLIW and WLIW-FM

➢ PR efforts will also include all event luminaries using social media platforms to promote their participation in the event to their constituents, followers and employees.

➢ Promotion and Advertising for ACR (subject to change) includes:

➢ Digital ads on various social channels, including Facebook and Google AdWords

➢ Print and Radio ads
CONTACT INFO

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