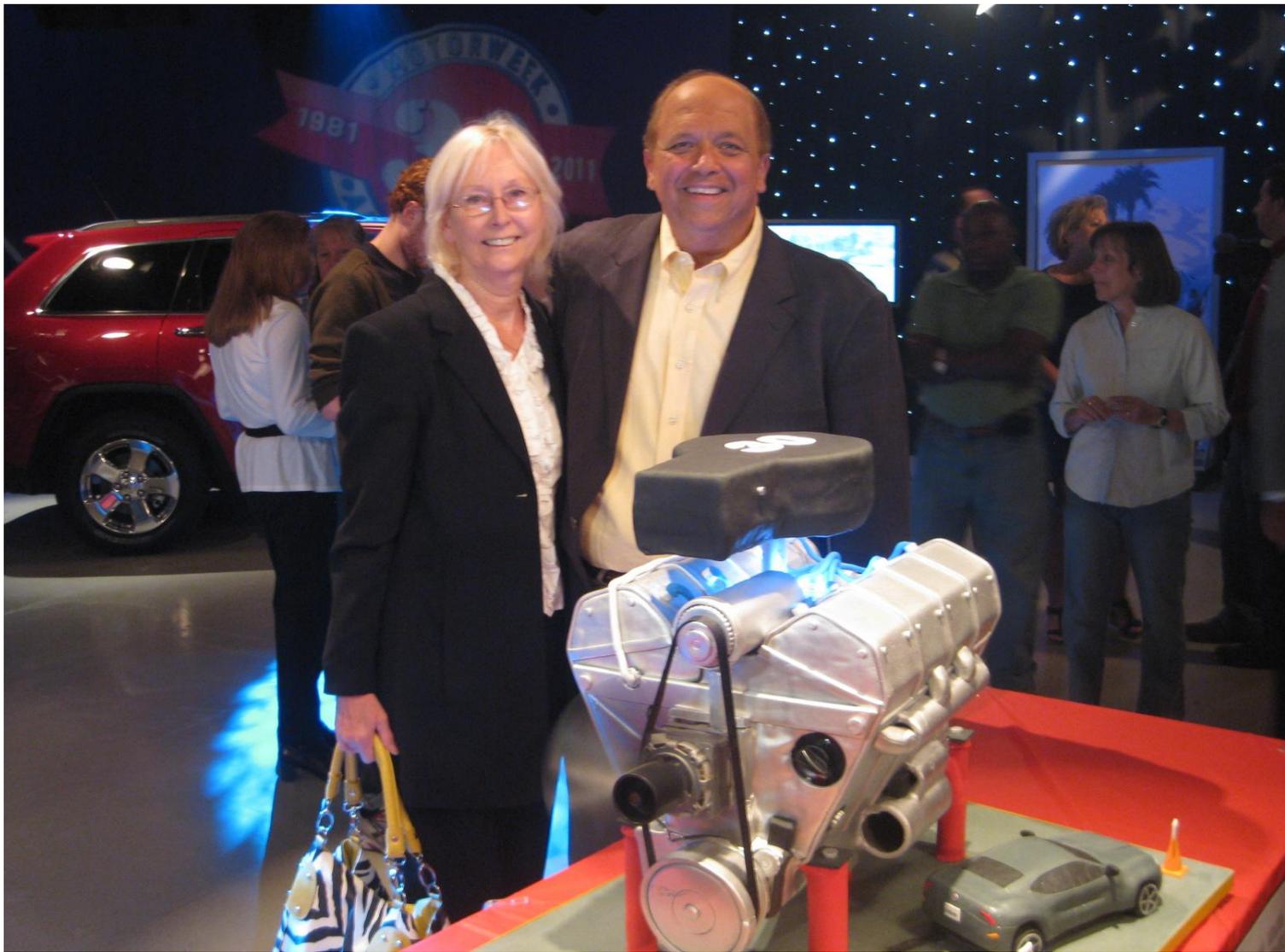


Clean Cities will no longer be the
“Best Kept Secret”

High-Voltage

Clean Cities Television Exposure



MotorWeek
Television's Original Automotive Magazine



Wendy Dafoe

9/22/2010

Working with TV Worldwide to:

- Create an online TV channel for Clean Cities
- Host content built by all of us
- Live webinars and meetings and training
- Compliments other efforts (MotorWeek, media, NPP)
- Pilot team will be assembled
- Decide framework for next steps

- ***Clean Cities TV***



A community-based , interactive, Internet TV Channel serving Clean Cities Coordinators in educating, informing new audiences, enabling Clean Cities coalitions, stakeholders and others to reach broader audiences with improved media capability.

Clean Cities TV to be supported by TV Worldwide under subcontract to NREL to assist with channel live and archived content production and management, channel network operations and hosting, media and distribution strategy



NATIONAL LEAGUE OF CITIES
Strengthening & promoting cities as centers of opportunity, leadership and governance



Fortune 500 companies, 30 federal government agencies and numerous International Associations, use TV Worldwide's live and archived state-of-the art video Internet TV content applications, webcasts and to operate both demographic and private label Internet TV channels



Homeland Security



NORTHROP GRUMMAN



National Science Foundation
WHERE DISCOVERIES BEGIN



Largest Internet TV Studio in the U.S. , used in 2010 to produce Propane Engine Fuels Summit and Alternative Fuels Educational Workshop Webcasts

tv worldwide



Clean Cities TV

tv worldwide

Produced July 22 DOE Plug-In Vehicle and
Infrastructure Community Readiness
Workshop

LIVE WEBCAST - JULY 22ND, 2010



U.S. DEPARTMENT OF
ENERGY

DOE Plug-In Vehicle and
Infrastructure Community
Readiness Workshop

Electric Vehicle

● *Clean Cities TV*

What is an Internet TV Channel?

An Internet TV channel is either “Demographic”-based, targeted to a specific professional audience or “Private Label”- based where it becomes the customized Internet TV component of an organization’s on line presence.

Clean Cities is a Private Label Internet TV channel

Different from Clean Cities web site, but collaborative, in that it offers an efficient, dedicated technical content infrastructure to host, manage, market, distribute and effectively leverage Clean Cities live and archived educational video programming information to extended audiences .

- **Clean Cities TV**

Relationship to You Tube?

You Tube serves the mass market and is a good location to feature Clean Cities Programming with short highlight trailer clips with “Clean Cities TV” branding to direct viewer traffic back to full length live and archived dedicated content on Clean Cities TV to educate on the Clean Cities Program.

Similar highlight reels of Clean Cities TV content will be featured on DOE’s You Tube Channel to direct them to Clean Cities TV.



Clean Cities TV

Examples of other 'Private Label'
Internet TV Channels with established
audiences



These will also be
utilized to cross-pollinate and "push"
Clean Cities TV Content



- **Clean Cities TV**

What will the Content and Programming be?

Live Interactive Town Meeting Webcasts

Informational and educational 10-minute Videos

Education-based 10-minute newscasts

Clean Cities Coordinators 5-minute Videos

Trade show and conference coverage, live and archived

Clean Cities TV

Channel Features and Viewer Statistics

Globeshow Video/Power Point Application

Captioned Live and Archived Video Streaming in compliance with Section 508

Social Media- Polls/Surveys

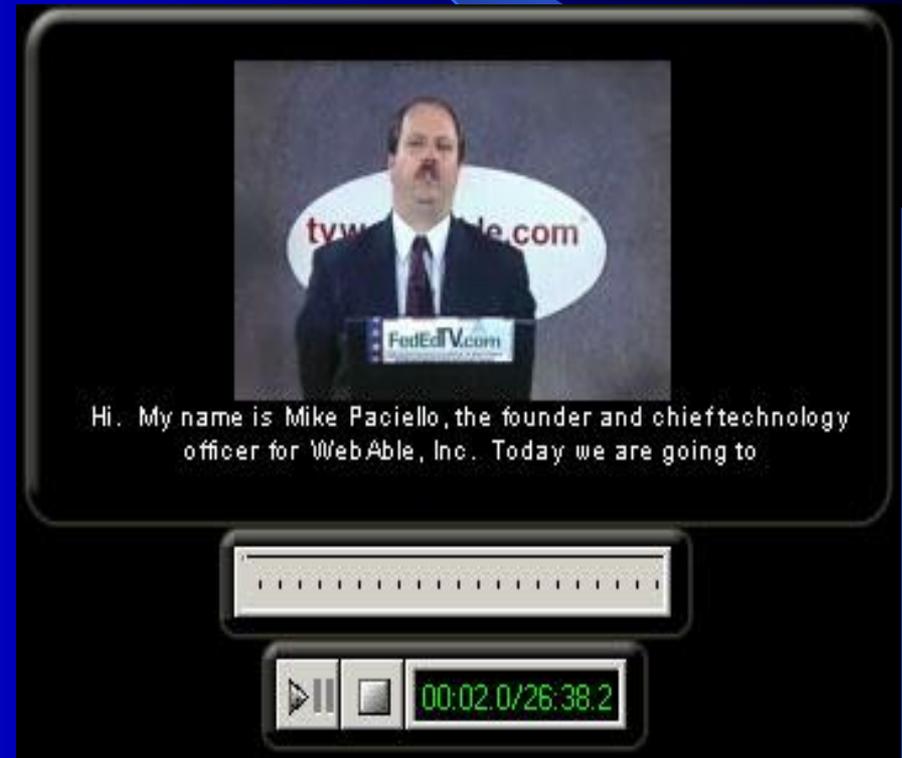
Registration/Log-in (Required Field Viewer Info)

Audience Tracking , Viewer Statistics to include Views, Length of Stay (LOS), etc.

- **Internet TV Features/Functions**

- “Webcapt_{sm}”
live captioned
video streaming

- **Disabilities**
- **Multiple Languages**
- **Video Search**



- Internet TV Features/ Functions**

“Globeshowsm” interactive Video/ Power Point format



Caption | **Video Information**

of years the Asiatic Black Bear has been hunted for its organs believed by some to hold magical healing powers. The

Search | **Caption** | **Index** | **Slides**

Search the text transcript for this presentation [single keyword]



Slide 3

Fight Illegal Trade in Bear Parts
Be aware of the illegal trade in bear and bear parts. Bear parts and products are sold primarily throughout Asia and in Asian communities in Europe, Canada, and the United States. You can boycott stores that illegally market bear parts or items containing bear products. Report any store you find selling illegal wildlife or wildlife parts to the U.S. Fish and Wildlife Service at:
USFWS
U.S. Department of the Interior
1849 C Street, N.W.
Washington, DC 20240

Brown (Grizzly) Bear

Slide 3/6 ◀ Previous Next ▶ Other Resources

SLIDE 1

00:17:09/07:22:2

Click here if the player will not load.

1 2 3 4 5
6 7 8 9 10 11
12 13 14 15 16 17
18 19 20 21 22

Email

Click here to download the free RealPlayer

E E I EDISON ELECTRIC INSTITUTE

CHALLENGES TO CREATION OF WELL FUNCTIONING ELECTRICITY MARKETS
Paul L. Joskow

Slide 1 Next>

Return Home

Viewers need to manually advance slides as indicated in the video window

- **Internet TV Features/ Functions**
- **Streaming video image/video delivery devices**

The screenshot displays the Clean Cities TV website interface. At the top right, there are links for "Email NCVT" and "Chat/Forum". The main content area features a video player showing a woman speaking at a podium with the National League of Cities logo. Below the video player is a control bar with play, pause, and volume buttons, and a progress indicator showing "Paused" and "00:13 / 01:17:24". To the right of the video player is a vertical "TECH HELP" button. Below the video player, there are several promotional banners and links:

- 82nd Annual Congress of Cities and Exposition Archives**: December 6-10, 2005, Charlotte, North Carolina. Includes a "Teaming Up for Tomorrow" logo and the National League of Cities logo.
- tv worldwide**: think vertically... interact globally.
- NATIONAL City NETWORK** logo.
- View 2005 Archives**: 2005 Annual Congressional City Conference, 1 Blue Washington Hotel and Town, Washington, DC - March 11-15, 2005.
- Multi-City Summit: Best Practices for Natural Disasters**: November 19, 2005, 3:45 - 5:00 PM.
- NATIONAL LEAGUE OF CITIES** logo.
- MetLife Foundation**: City-Schools Youth Planning Initiative Leadership Academy, June 12-14 Baltimore, Maryland.

At the bottom right, it says "A Service of the National League of Cities" with the National League of Cities logo.

Clean Cities TV



Content Push via Ancillary Outlets



Existing Internet TV channel and event audiences

Associations/other non-profit organizations

Green Blogs/User Groups

Green /Energy Trade sector media outlets

Mainstream Media Outlets , Wire services - Market Wire, etc.



Clean Cities TV

Production Support to Clean Cities Coordinators for Clean Cities Coordinator-Produced Videos

Clean Cities Coordinators production training, on site at TV Worldwide studios and through webcasts and one-on-one communication with TV Worldwide Production Manager

Training to production Coordinator comfort level

- script only**
- camera production (Kodak Zi8 or similar) and scripting**
- editing (post-production), camera production and scripting**

TV Worldwide to provide level of support or take over any task to finalize production

Clean Cities TV

Production Resources Available

Live Streaming Capability to 50,000 simultaneous streams

Full Electronic News Gathering (ENG) and Electronic Field Production (EFP) capability nationally

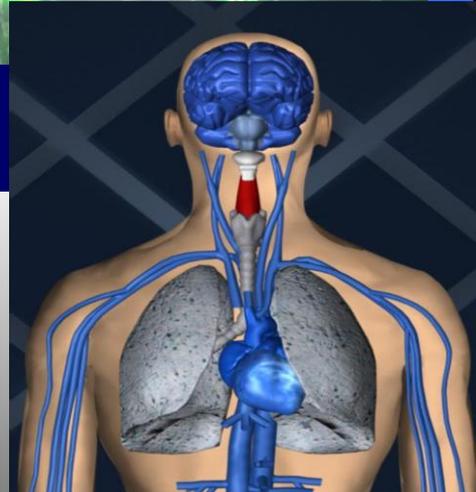
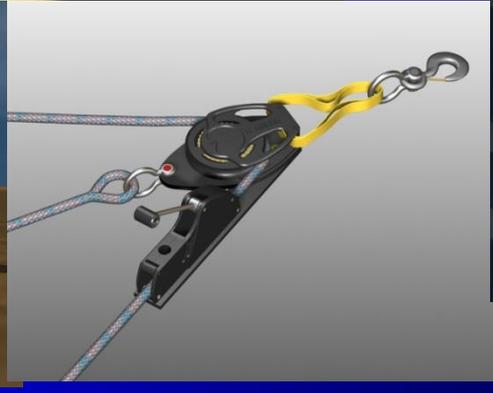
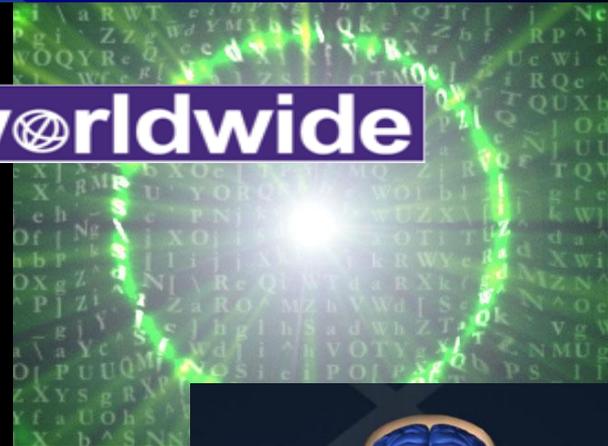
TV Worldwide Studio and Production Resources in Washington D.C. with full Post-Production Editing Suites

3-D and Flash Integrated Animation

TV Worldwide Stock Video Library



3-D and Flash Integrated Animation Processes



Video Library

TV Worldwide offers a significant library of broadcast-quality video footage that can be utilized by Clean Cities Coordinators for their own video production needs. The content covers a wide variety of interest categories, including, but not limited to:



People



Places



Wildlife



Animation

Clean Cities TV

- Internal Education and On-line Conference
Production Dedicated to Clean Cities Coordinators
Only

Clean Cities Coordinators will be able to use the same educational outreach resources of Clean Cities TV for internal, Password-protected Clean Cities Program on-line conferences and content harnessing the full back-end features of the Internet TV channel.

- ***Clean Cities TV***

Video Content and Programming Samples

Highlight Video from July 22 E/V Workshop Webcast

Post – Produced Video Trailer from Recent Denver Conference

Other samples from the web

Q&A