



ORGANIZATION NAME Kalispell Chamber/CVB

PROJECT NAME .....Joint Venture – Glacier Country - KXLY Explorer TV  
APPLICATION COMPLETED BY.....Diane Medler  
DATE SUBMITTED.....April 5, 2011

**Project Overview**

KXLY’s Explorer TV is a half-hour television show highlighting unique travel experiences around the Spokane, Washington area. The show goes out to more than 1.4 million households throughout the states of eastern Washington, northeastern corner of Oregon, northern Idaho and northwestern Montana and residual coverage into southern British Columbia. It airs on affiliates of ABC and the cable channel My Network TV KXMN. Each episode will also air on online at <http://www.kxly.com/sponsors/22753082/detail.html> where they will also give credit to all the sponsors of that episode.

The 30 minute program features 4 to 5 segments each 4 to 5-minutes long on travel locations and destinations in the Spokane regional drive area. Each segment will air at least twice per month for 3 months on KXLY-TV ABC 4 and air everyday on the KXMN cable travel channel beginning mid-July and ending mid-October thus gaining us some much needed shoulder season exposure. Explorer TV will tape and edit each segment with the direct assistance and input of the local community, businesses and partners participating. Costs associated with this project are \$1250/month for a total 3 month production fee investment of \$3750.

Glacier Country has committed to underwrite up to eleven segments with \$1250 going to each segment produced thus lowering the cost per segment for each community, corridor area or partner. As part of the agreement, Glacier Country will receive recognition in all segments and receive an edited copy of all segments on DVD that may be shown at trade shows, post on their webpage, etc. They will also receive a copy of all the raw footage and will have full rights to by Glacier Country and other participating partners. The footage will be recorded in HD.

**Budget**

KXLY Explore TV segment on Kalispell – 4-5 minute segment run at least 2x per month for 3 months  
..... Total Cost - \$3750  
..... Less Glacier Country underwrite - \$1250  
..... Total Cost to KCVB - \$2500