

Jim Russell Productions

"THE PROGRAM DOCTOR IS IN!"



Products

<i>Consulting</i>	<i>Includes:</i>	<i>Cost:</i>
1. Hourly Consulting:	<ul style="list-style-type: none"> Hourly Rate Day rate Travel time 	\$300/hour (min. 4 hrs) or \$2,400/day. Travel time billed at \$50/hour + expenses
2. Mini-Consultation	<ul style="list-style-type: none"> 4 hours of consultation, includes audition of content and critique, strategic planning, writing, etc. 	\$1,200 Additional hours @ \$300/hour.
3. Typical Services & Estimated Costs:	<ul style="list-style-type: none"> Create a budget. Advise on and refine grant application. Recruiting of station advisory board and convening meetings. 	~ \$1,200 (4 consecutive hours) ~ \$1,800 (includes 6 hours and inclusion of name in grant proposal.) ~ \$2,400 (8 hours including moderating 2 conference calls)
4. The Intensive: A rigorous 2½ day brainstorming and planning session at your location (in the U.S.), to develop a new show or improve existing programs. Involves identification of:	<ul style="list-style-type: none"> Clarify motivation to do show; Survey of Staff about show; Mission and Expectations; Differentiators between this show and others; The Show Bible and 10 commandments; Full written summary and recommendations. 	~ \$6,000 - \$8,000 per Intensive Plus expenses
5. Full Program Development: A 3-6 month process of working with the staff in every phase of program development. Includes 2-3 on-location Intensive Planning Sessions as described above, and in between sessions, the audition of produced material, email critiques and conference calls. In addition to subjects listed above:	<ul style="list-style-type: none"> All of above, plus: Assessment of Organizational Strengths & Weaknesses; Concept Development; Budgeting; Business Analysis; Staffing Plan; Clock & Segment Creation; Piloting and fine-tuning concept; Distribution & Marketing Plan; Launch. 	~ \$10,000 - \$30,000 Plus expenses
6. Invention of New Show: Invention by Jim Russell of a unique new program including the program idea, the demand and opportunity for it, and in addition to all of the items of "Full Program Development" listed above:	<ul style="list-style-type: none"> All of above, plus: Invention of a unique new show including program idea. Startup Executive Producer; Recruit Host/s & Producer. Negotiate Distribution; Fundraising Assistance; Station Marketing assistance; 	~ \$40,000 + Plus expenses.