

Anything But Ordinary

TREATMENT

By Michael McCleary

The idea for this TV and web-based series goes back to my long held belief that humanity has the potential for greatness and it resides within all of us. That greatness is also different for all of us, whether a President or a painter, an actor or an activist, a financial consultant or a fisherman. The question of achieving greatness and success is living out our dreams and finding a job, business, or role that allows us to make a living and live a life we enjoy by making positive contributions to society. Thus the concept of Anything but Ordinary was born.

Why is it many people change jobs and careers often? Is it just for better pay or are we searching for something? I believe we are all searching for fulfillment. Thus my idea for Anything but Ordinary is to introduce viewers to people from all walks of life who are living a life they love and finding ways to give back to society. It is my goal to inspire others to search out their God given abilities and to make use of them. I hope that the series inspires people to consider and take steps towards living a rich and rewarding life.

Anything but Ordinary is just that, it focuses on peoples lives in such a way as to show they are anything but ordinary and also to present an interview show in a manner that is also anything but ordinary. We will conduct interviews with interesting subjects on location in a place that has an emotional meaning to their lives. There will be no studio, we will be on the road meeting and presenting people as they live and work. Some episodes will focus totally on one individual, some will focus on two different individuals and others may devote the entire episode to a team of individuals working together towards a common goal. We will also spend time during each episode to introduce the audience to tools they can use to live Anything but Ordinary lives.

Initially the goal is to distribute Anything but Ordinary on local and regional PBS TV stations. We will also distribute the show online in two different ways. The first way will allow individuals to visit the show's website to watch each episode in a streaming format. Advertisers who wish to sponsor Anything but Ordinary will have advertising placed within the website as well as within the video stream itself.

The second avenue of distribution will be through the use of bit torrent file sharing networks. Our goal is to be the first series to actively distribute itself through file sharing networks thus encouraging Internet users to proactively download the shows episodes without fear of copyright infringement issues. Advertising will consist of sponsors having logos and small messages included in the lower right hand corner of the video file, thus being displayed for a captive audience that can't be edited out. The benefits of distribution in this way is explained very well by reading the following article, *Piracy is Good*, by Mark Pesce at <http://www.mindjack.com/feature/piracy051305.html>.

By tracking the number of times the file has been downloaded and shared we can demonstrate to advertisers that the TV show is going into a vast array of homes and business not only in the US and Canada but throughout the world. It is our belief that the offering of legally shared TV productions will encourage Internet users and file sharers to distribute the show widely. In fact we will advertise and market the show in this way, to encourage file sharers that by distributing this show they can provide a compelling demonstration to other producers to do the same.

Finally, at a certain point, a feature length documentary will be developed based on the series and the people profiled within it. We will break down the common threads of all of these extra-ordinary people and share it with the viewing audience. Hopefully this provides an additional avenue for getting the word out about the series. In that people watch the feature they will be interested in finding out more about the individuals highlighted in the series, and those watching the series will be interested in the feature. Essentially both avenues will provide cross-pollination of marketing for both the series and the feature.

Already confirmed guests and their backgrounds:

David Smith

David Smith is a Financial Consultant for A.G. Edwards & Sons, one of the largest investment management firms in the nation. As a Financial Consultant, David helps individual investors and business owners manage their finances so that they can accomplish some of their most important goals: caring for their families, educating their children, and enjoying a long and stress-free retirement. David grew up in Indiana and was on the 1992 Indiana State Golf Champions team, but his friends know that he is not that good now. David graduated from Kettering University in 1997 with a BS in Mechanical Engineering. He was a co-op student at General Motors Metal Fabrication Division in Indianapolis and hired on there as a Manufacturing Engineer. After being moved the plant floor as a supervisor, he began to see himself and his career in a different light. He left GM to become a Senior Design Engineer at Sterling Fluid Systems, but still was not happy. When his financial advisor approached him about exploring a career change to the world of finance, he knew that he had found his calling. After joining A.G. Edwards, he has become an Accredited Asset Management Specialist and is now licensed to advise clients on investments and insurance in 36 states. David has now formed a partnership with two other advisors and together they manage one of the largest client bases in the Midwest.

Ric Mixer

Ric is senior producer at Airworthy Productions, bringing 2 decades of experience to the edit room. His first video was created for the Gwinn High School Art Club, and by age 16, he was working professionally at WMQT in Marquette, Michigan. Ric gained experience at WUPY, WUUN, WGMM and WIOG during his radio days, but ultimately returned to video at WLUC TV in Marquette after attending CMU and NMU. Ric continued to learn the trade at WJRT in Flint, working as a Reporter/Videographer for over three years. He moved to WNEM in Saginaw, working as a reporter-videographer and producer for the 6 & 11 newscasts. Today Ric is the senior producer at Airworthy, working in video production and media training. He has over a dozen awards to his credit and continues to appear on TV with his series "Great Lakes Indepth". For more on his documentary work, see lakefury.com

Robert Evangelista

Robert was a manager at General Motors who took over coaching an inner-city youth hockey team in Detroit. Robert led the Detroit Rockies, a Midget AA hockey team comprised of 15 African-American players, to victory in the Can/Am Challenge Cup in Lake Placid, N.Y. The Rockies beat Cape Cod, Mass. 7-1, in the title game. The Rockies "are the only all-black" hockey team to compete at this level of competition ever in the history of the sport. Robert took his experience of coaching the Rockies and incorporated that into the book, *The Business of Winning*, where he takes athletic coaching techniques and applies them to managing business. Robert recently left General Motors to pursue speaking, consulting and writing full time.