



## Teleconference Call Transcript

(Held on 07/27/2011 at 2pm ET for 60 minutes)

### Who:

- Ben Simon (Director of Brand Marketing, Walmart)
- Brian Wells (Chief Creative Officer, Flyover Studios)
- Susan Fisher (Co-founder of Moms for Family TV)
- Moderator: Lesley Burbridge

### What:

Answering media questions about Family Movie Night presented by P&G and Walmart and about the upcoming, highly-anticipated family film, “WHO IS SIMON MILLER?,” an action-packed spy drama that leads one family on a quest to uncover their father’s true identity testing loyalty and trust. “WHO IS SIMON MILLER?” premieres on NBC Saturday, August 6 at 8/7c.

---

**Moderator:** Hello everyone, I just wanted to welcome you and thank you so much for joining us again on this Walmart /P&G Family Movie Night conference call that’s focusing on the upcoming film, “Who is Simon Miller?”. We know there’s a lot of you that have joined us multiple times on these calls and we just want to thank you for being on with us one more time, and anyone who’s new and this your first call, thank you so much for joining and we will make the call is very concise. We’ll be finished by noon Pacific, which is 3 o’clock Eastern and so we appreciate you giving us 60 minutes of your day which we know you have very busy days so we’re grateful you’re with us. I want to introduce to you who are speakers are on the call today. We have Brian Wells who’s the chief creative officer of Fly Over Studios; He’s also the executive producer of all the family movie night movies. And we also have Ben Simon, who’s the director of brand marketing at Walmart, and a producer on the family movie night movies. And then we also have a guest joining us today named Susan Fisher. She’s the co-founder of Moms for Family TV. Moms for Family TV is a grass-roots organization of moms all over the country who actually provide quality entertainment to families and Susan is going to speak to us about how the organization is involved in the family movie night initiative, and how it has really impacted her as a mom herself but then also how moms can get involved. Many of you know that we’re involved with a lot of family and moms organizations. A lot of different groups all over the country that have really partnered with us to help see this initiative really grow and we’re so grateful to any of you who are with us on this call and we’ll kind of share more with you about how your organization or your group or your media outlet can do the same. Just let me give you a couple of quick points that we’re going to talk about mostly on this call. The new movie coming up; The air date on NBC is going to be Saturday, August 6<sup>th</sup> at 8/7 Central. It’s called “Who is Simon Miller?” You can find a trailer and any information on the website [familymovienight.com](http://familymovienight.com) and as many of you already know for press materials or any other information

you need on the film, we have a unique, special press site. It's called [pressvillage.com/simonmiller](http://pressvillage.com/simonmiller) so you can access press releases, pitch letters; you can access photos you can just use and download, there's all different ways you can download these materials and so it's a very resourceful site for a lot of you that I know you make good use of to get anything that you need on the film. We also would love you to, as you've done in the past, put the trailer up on your website. Put them in any of your media outlets that you're able to help us broadcast this so that people can watch the trailer and then help tune in with us on Saturday, August 6<sup>th</sup>. "Who is Simon Miller?" is the seventh movie in the P&G/Walmart family movie night initiative. "Who is Simon Miller?" just a quick little overview. The little description of it is that it's a heart-pounding summer spy drama that tests the limits to which families fight for each other, and it will keep your family riveted trying to find out what happens with this family when they find out some things about their family that they didn't know were true and trying to figure it all out. Ben, who as I mentioned is executive producer will share a little bit more further on in this call about this specific movie and how it relates to families and the issues that it addresses. And most of you know every one of the family movie night movies has a really unique aspect to it that it does address family issues and it really ties into ways that you can help your family so that families can learn to live better together or grow together and there's different issues whether it's bullying, whether it's anything that any young child may deal with in school. There's a lot of issues dealt with and Brian will kind of talk with us a little bit more about this movie and some of the issues that are addressed here. I want to quickly give you all an email address that you can email questions in. As you know from our other calls, if you've been on them, there's two different rooms on these calls. The participants are not able to ask questions directly to the speakers but you can email us questions throughout the call and then the last 20 minutes of the call we're going to respond to your questions. If your question's not asked on this call we will get those questions answered for you and we will email them back from one of the participants on the call so that you will have that and then if you're interested in setting up an interview beyond this call, feel free to send us that information and just send us a follow-up email asking for an interview. You can do that through a direct email or you could also just do that through the contact and interview request information on the [pressvillage.com/simonmiller](http://pressvillage.com/simonmiller) site. So for this call, the participant email address that you can email your questions to is [simonmiller@gothamconference.com](mailto:simonmiller@gothamconference.com). So I will get all those emails, and we will respond to all the questions, like I mentioned, at the end of the call. There's a lot of things about family movie night that I know that Ben and Brian will share with you. If you need more information feel free to go on the [pressvillage](http://pressvillage.com) and send an email to asking for more information. As you know there have been a number of films in this family movie night series that have released since 2010. They've all been top numbers in their time-slots in the evening on NBC and previously on FOX. And there's a lot of great information that we know that you all have covered in your media outlets. But there's also a lot of things through this endeavor that these two companies are really doing to respond to public concerns and making a really big difference in our culture and in our society and in the face of television on behalf of people like you who are on the call and who are just interested in seeing good family television. So your support is greatly appreciated, it's so important, and we hope that this call will help you be able to take some additional action to be able to help this initiative help move forward because your support of it is what helps keep it going. And so we're so grateful and what I would like to do now is talk with Brian, Ben, and Susan just briefly about their roles, about their initiatives with this new film and also just kind of talk about the overall concept. We're going to start with Brian Wells, who I

mentioned is the chief creative officer for Fly Over Studios, which is the company created to produce these movies. Brian, we're just going to have you just talk for just a few minutes about the latest movie coming out "Who is Simon Miller?", but we'd also like you to just start with your brief background and also just kind of a background about how Family Movie Night has gotten started and the initiative between Walmart and P&G and your roll in that. If you could do that for us for about the next probably five minutes.

**Brian Wells:** Sure, yea. Well I think everybody for being on the call again; both those of you who we've talked with before and the new folks joining us. We love the energy that family movie night has been building and just the responses we get both professionally from folks like yourself but also those of you that are also parents yourself and just thanking us. It's been a great source of encouragement to us so thanks. So me personally, I worked in marketing at Proctor and Gamble for about 10 years, and then I spent about the next decade of my life working on issues to try to help combat child exploitation around the world, both domestically and in the US. And then, some friends of mine and I that were wanting to make a difference in the area of entertainment some of them formally from Proctor and Gamble and others, had been talking to me about some of the research that had been done particularly by Proctor and Gamble, by Walmart and few others as far as this significant and growing need that families had for entertainment. And I think I always talk about it in terms of, It seems like that there is a large percentage of US consumers and I think worldwide as well, although most of the research I've seen is US, that, they kind of have two measures that they use when evaluating entertainment for themselves and their families and that's whether it is a video game, it's television, it's a movie, you know, whatever. And one of them a measure that we're all very familiar with, I just call it the "Great measure". They just ask, "Is it great entertainment", you know? And while they can't always articulate it that way, what they're saying is, is it well written, is it well acted, what are the production values. You know, just all of the things we know that go into making something great entertainment particularly when it comes to movies and television. But then we also saw a lot of this research that Proctor and Walmart and others had sponsored that said there's a large percentage of the US population that have another measure they use as well. Yes, they want great entertainment, and they want more of it, because we all know there's not a lot of it out there. But they also ask a second question there entertainment, and it's basically, you know, if that piece of entertainment is "great", that's wonderful but, does it achieve its greatness kind of by, preying on the darker pieces of what's in the human condition, or does it achieve its greatness maybe in a way that kind of calls out what's best in us. And teachers would tell us that, parents would tell us that, over and over in this research would say, you know there's entertainment out there that's great but a lot of it actually makes our job harder as a parent. A lot of it actually makes our job harder as a teacher. And wouldn't it be great if there was more entertainment out there particularly network television that we would consider to be both great and good. Awesome entertainment doesn't compromise on the entertainment value at all, but does so in a way that doesn't tear down what we're trying to build in our kids, or what we're trying to build in our students. So Proctor and Walmart looked at that data and they said "These are our consumers. These are the people we need to be about meeting their needs and because we spend a lot of our money advertising, we can actually help with this issue. So we're going to

be about trying to get more great-good entertainment options on network television that the whole family can enjoy together.” So that’s what this whole thing has been about; trying to meet the needs of moms and dads and their school-age kids that are in the house, of entertainment that they all can enjoy together without having to sacrifice. So what we try to do in all of our movies is we start from a fundamental purpose that it’s got to be great entertainment and if it’s not just flat out awesome entertainment, we’re dead in the water. So if it’s a drama, people really have to care about the story and these characters. If it’s an action-adventure, it’s got to keep them on the edge of their seats. If it’s a comedy it’s got to make people laugh in an authentic way based on what we know about the characters. It’s got to start with the, it’s got to be great entertainment, but “Can we weave in to this great entertainment questions or themes that are things that we know families will want to talk about?” Things like courage, and forgiveness, and perseverance, and honesty. Not in a way that feels like an afterschool special but just as a thread that some character in this story is on. So that’s what Walmart and Proctor have been about and a growing number of other companies like Con-Agra, Pepsi that have become part of this. That’s what they’re about with this and so Simon Miller is, as Lesley said it’s the seventh one of these. And Simon Miller, you know, is just basically the story kind of an average family like a lot of ours and like most families with teen kids they’ve got kind of their basic challenges they’re dealing with. Dad’s been traveling a lot on business and there’s kind of been a little bit of alienation between him and his family because he travels so much. And the kids are starting to act out maybe a few ways. The daughter’s gotten into a little bit of trouble in school, and the dad goes missing. He doesn’t show up back from a business trip. And in stumbling around his office, trying to find his itinerary, the family triggers a secret compartment that reveals this mystery about their dad and it ends up leading the mom and the two teenage kids on this kind of heart-pounding adventure across these different European cities trying to track down dad and save him from what’s become of him. So it’s a lot of fun, and then in the middle of this spy-thriller we have this, these, this journey that the family’s on about learning to trust each other and forgive each other.

**Moderator:** Thank you Brian, that’s great. Are there actual topics or issues that I know just mentioned “trust”, but things that in this movie that you created this film for, for certain purposes because you saw a need for families to have some resources or learn about something more. What was it that was kind of behind the vision for this specific movie?

**Brian Wells:** Well there was, I kind of touched on kind of the two main pieces of that, and it was the idea that in large-based research when Proctor and Walmart has talked to moms about what kind of things they’re trying to reinforce in their kids and what their challenges are, “trust” and “forgiveness” came up a lot. You know this idea that when we’re particularly talking about family and we’re in a relationship with somebody, it’s a brother or sister, it’s a mom or dad, sometimes there could be things that happen that we feel immediately we jump to the worst conclusions about somebody that we assume the motives behind it. Whether it’s something little like that my sister left my video game on when she was

supposed to turn it off, all the way to bigger things that maybe my brother, you know, didn't come to my defense when I needed him in high school, or things like I felt like Dad didn't stick up for me when he should have. There's all these things just natural rhythm of life, break trust on each other. And so what do you do when trust has been broken and you do not jump to assuming the worst about somebody and then also the other piece is when it actually has been broken, this idea of forgiveness, and that no family relationships and when you get older in life your kids, whether it's friendships, it's work-relationships, whatever; None can exist without forgiveness. So those were kind of the two dials we're trying to look at in this heart-pounding action adventure, "How can we touch on themes of trust and forgiveness."

**Moderator:** That's great, thank you so much. I wanted to mention people have already started sending in questions so thank you for sending those. If anyone's joining later, hasn't heard, you can ask questions to Brian about the specific movie or to anybody on this call by emailing [simonmiller@gothamconference.com](mailto:simonmiller@gothamconference.com). So if you send emails through there we will continue to get those and ask those here at the end of the call. So we're going to go now to Ben Simon who is the director of brand marketing at Walmart and actually also acts as a producer on these movies as well. Ben we would like you to just talk about your partnership here with P&G, your role in these films, and the entire initiative, and also we know that, you know you are very involved in listening to moms and seeing the testing, and you know, components of the initiative that really relates a corporate commitment that you all have at Walmart, and we would all really love to just hear your personal involvement and you know, work that you're doing on behalf of this initiative as well.

**Ben Simon:** Sure. First I'd like to say thank you to everybody on the call. There's some really great long standing partners on the call and also some new partners, and I just wanted to say thank you. Your efforts in supporting this initiative are really making this thing a success that it has been and will continue to be, so thank you. So we've been in this now, about almost two years. And the family movie night initiative really, as Brian mentioned kind of came out of the research that we did as two companies; Walmart and Proctor and Gamble. With large groups of moms across the United States, and what we found was a cross the board there was this resounding unmet need and concern with moms, more forms of family programming that the entire family could watch together. It's really kind of a simple idea. Mom wanted to have programming the whole family could enjoy that she didn't feel like she had to dive for the remote for. Whether there was inappropriate scene in the programming, or maybe even an add Some cases there would actually be ads that were more adult orientated, more adult products or services that were inappropriate for a family programming environment. So hearing all this concern and really doing some deep research with consumers, there are a lot of families that feel this way. And as a brand who has you know, committed to helping our consumers not only save money but live better. We thought that there could be a role that we could play in addition to our partners like Proctor, Brian mentioned a couple of others, Pepsi, Microsoft, Sony. Pulling in a broad base, kind of a coalition of like-minded advertisers that actually try to provide some options that the whole family could

enjoy; try to meet that need. And so we think family movie night and this initiative really comes from a place of, you know, really the center of the Walmart brand. Again, helping our consumers save money so they can live better. And so you know the whole process, end-to-end really does start with the consumer in mind. Brian mentioned the themes, and the heart-line that each of the movies deal with. We call those kind of these family-moments or these teachable-moments where in baked in, the entertainment, that's you know, good and great for the whole family are these principals, and themes that are really important. And too often times, they are lacking in what's currently available on television, particularly on prime-time. So by kind of sprinkling in those themes, and kind of those teachable moments into the DNA of the programming, it creates an environment not just for great entertainment experience for the family, it also creates a great opportunity for the family to connect and to, you know, talk about things that matter, connect on issues, etc. So we're very pleased with the results, and as I mentioned all of these ideas and the themes for these teachable-moments actually came from consumers as well. There was research that we did actually some of the major areas and themes that moms were saying there was not enough programming out there today that dealt with issues like this for example, honesty, integrity, the importance of hard work, the role of widows. We had a movie last year dealing with the issue of a mom whose husband dies as a marine in Fallujah and she was trying to raise two kids. Also a movie that deals with orphans and the importance of adoption. And so every one of the movies by design. It's not always geared to be great entertainment, but deal with some of these really important teachable-moments; Teachable-lessons, as I've indicated. And we've had some great results. And again, thank you to everybody on the call who has really supported these efforts. We're doing it for you and for the consumers that you represent. Again this is a big unmet need. If you look at even the way the current landscape is shaping up from all the new shows coming out this fall, you know, family programming is, there's not a lot of programming options out there for families, I'll just say. There are a lot of great new shows, a lot of great shows for you know, kind of adults for themselves, mom for herself, kind of adult programming in general but there's not a lot of co-viewing programming options coming even this next broadcast season. So you know, we think this is a continued opportunity for us to really try to meet this unmet need with consumers. And there's been a great partnership with Proctor and Gamble, and as I mentioned there are probably 12+ other large-scale advertisers and family-oriented brands who are participating in this initiative with us.

**Moderator:** Yea and I know you've both talked a lot about how a lot of the, we get this question a lot in these kind of group settings where a lot of the gate keepers that are creating the programming, or green-lighting the programming through television or the film industry, tend to make people believe that people don't want this programming, and they don't want this good family entertainment, but then a lot what you're kind of saying here too is you all through your research have seen differently. And you guys have proven, and have seen people and families and moms, they do want this great programming on television that is safe for their families. Is that correct?

**Ben Simon:** Ah, yes it is. I mean there's a, we have the research that we've done and we actually have our own data points in the movies that we've done this far and the success that we've had, and so I think that there's the research, and there's also the actual real in-market results, and you know, we would love to continue to make this case back to the media world, media and entertainment world, that there is a large audience out there for family programming that's of high quality. That the whole family can enjoy. And the higher we drive the ratings, and more consistent we are in delivering a successful movie and entertainment experience for families across this country, the more that message to take root within the entertainment community, that hey, there are advertisers out here doing something, it seems to be working, we should actually start to make more forms of family programming that the whole family can enjoy as well. So we think that, not only does this effort meeting an unmet need, but also acting as a catalyst to ensure that there are large groups of families out there across the country that would like this programming. And we hope that, that catalytic effect of our efforts will ultimately lead to, you know, hundreds of hours, thousands of hours of more family programming in the marketplace on an annual basis.

**Moderator:** Brian, is there anything you'd like to add to that in your experience, just in the couple of years you've been working in this initiative?

**Brian Wells:** Well sure, you know one thing I would say is that there are a lot of people within the power corridors in Hollywood who want to see this kind of thing as well. Certainly there are some that, you know prefer to do, you know edgier content and all that but there's also people out there, you know NBC has been a great partner in this, that want to see this kind of thing happen, but and I don't know if it ever was the case that you could just do things out of the goodness of your heart in an industry like this, probably not. But if it ever was, it's not today with the economy that we're in. It's got to make business sense. So there are people that want to do the right thing, they want to get, and it's not that everything on television is has to be appropriate for the whole family to watch together, it's just that we need a mix, we need choices, and they're not out there right now. Well for those choices to get on air, for them to survive it's got to make business sense. Business sense for everybody, for the network, for Walmart, for P&G, and it makes business sense when people show-up and watch which is why calls like this are so absolutely critical cause it really, really is. There is this big, fat, giant experiment going on right now through family movie night with the networks and even the networks that aren't involved that are all watching this to say "Boy, do families really show up for this kind of content or not?" And so I always say, calls like this are critical because you encourage your people to get out and kind of vote with their remote and watch, and while they're watching, there's a lot of people watching them and saying "Boy, is this a viable business model or not?" So, but what's been encouraging to me is there's a lot of people out there who want to see this kind of thing on as well. They're parents, they want to see great entertainment; they also want to see things that you know, build up the kind of kids they're trying to build.

**Moderator:** Great, well and that's what we've kind of reiterated on these calls numbers of times. The people that you all help encourage to watch these movies obviously the ratings and you know, people, television and the film industry they're watching these ratings, they're watching NBC, they'll be watching Saturday night. Again, just so you know, August 6<sup>th</sup>, 8/7c on NBC, "Who is Simon Miller?" We have another opportunity with this film to impact our culture and to have the gatekeepers and people who create this kind of programming to see what's happening and see that it is a success and that tends to be obviously what people follow. And you know, Brian, I know, and Ben have said a number of times that you know when a lot of these people are watching and they see these things happening, they're going to start creating programming like this too. And so I've always been encouraged by hearing them say it's not necessarily something that they want to be the only ones in the space doing this but if people see the success of these films is helping other people create this content, then that's the purpose of this anyway. Is that other people would follow suit and will do there same as what they're doing. And if they follow it because they think it's because they'll be successful then great, whatever the motive, right? And so thank you for that great overview. If anyone has questions about that, feel free to email them in; [simonmiller@gothamconference.com](mailto:simonmiller@gothamconference.com). And I think it's a perfect segway to kind of give the floor to Susan Fisher and let her speak briefly about how important it is for a parent for her personally and for her work with Moms for Family TV to see what's happening. To see at kind of a grassroots level how people are responding and a lot of the things that Susan will tell you that they're doing through Moms for Family TV are things that you can also implement and Susan will kind of give us somewhat of an overview of the work they've been doing and later in the call we'll give you all some great ideas and some great points of how you can follow suit in kind of a call to action of what you all can do to help in this initiative as well. So Susan, would you like to go through and do what, kind of give us a little overview in the way Ben and Brian have done about your work, your background, and what you have been involved in?

**Susan Fisher:** Sure. Thanks Lesley and thanks Brian and Ben. I just want to say on behalf of all moms, I am mom of three small girls, and I just want to applaud what P&G and Walmart are doing. Two big huge companies who could be doing a lot with their resources and they have chosen to invest in families just like with the products they serve and they sell. And I just really applaud that, and as far as Family Movie Night goes, I love these movie and I'm so excited to be a part of the team that helps spread the word and generate awareness among families that changes are being made. Better quality television for families is on the rise, and hopefully more of it will come as you just said. And so we're excited about that. So, I as a parent, care like many parents in your audiences, care about and try very hard to monitor what my kids are watching. Because I know of its influence and I want that influence to be a positive one. And so that's kind of the first reason I'm involved. And then secondly, I personally love TV and I grew up watching TV with my family in the 70's and 80's. And you know on Monday night we watched Little House on the Prairie, on Thursday nights we watched The Cosby Show, but they were great quality family gathering moments you know we laughed together, we cried together, and as my girls are now getting out of the age of PBS and I'm looking on the horizon in the TV Guide of what's out there. You know I realize as a parent that a lot's changed in the family hour, if you will than I had when I was

growing up. And I want to share in that special quality on the couch together moments of watching television together and you know, as Ben and Brian have both eluded to, there's a lot out there for adults that I like to watch at 10 o'clock, I won't lie. And there's great stuff out there for kids, but there's not that much in the middle that you could watch at 8 o'clock and that's why I'm so excited to be a part of the family movie night team and that's why we've started a group called Moms for Family TV. Trying to sort of raise the flag and get a rallying cry and generate awareness for families out there that, like I said, good-better quality family television is being produced in the form of Family Movie Night. These are great movies the whole family can gather around and we need to help spread the word. And all the data shows is that this is what families are looking for and I think Brian just used the term "Vote with your remote". This is a chance and this is what we need, is for families to stand-up and say "Yes, we like this", you know "We're tuning in", "We're making a date with our family on Saturday night, August 6<sup>th</sup>". To pop the popcorn, Orville Redenbacher that is, and to enjoy a great night at home for free together. And I've found that my family, we love these movies, and it's, not only do we talk after it but we talk the next morning and it's amazing. You know, children are like sponges and they pick up the central theme. I don't have to tell them about the universal truth that Brian spoke of earlier. My kids play that back. And that is just so affirming to me that what we're doing is good. So, our group Moms for Family TV, we're a grass roots organization of moms around the country and we're supporting P&G and Walmart in what they're doing; And frankly we support anybody who would want to follow and to continue to make a push for better quality family programming on television.

**Brian Wells:** Yea, Lesley, you know what I would, Susan, I think that's great and I love to hear you speak as a mom there because you know, one of the things we've found in this as well which has been really encouraging is the type of cast that we tend to have been drawing to these movies and to hear how a lot of them are you know, kind of doing this. Not only because they believe in the story and they think it's a great story, and they think it's a great career opportunity but also because a lot of our cast tends to be at the age where they have kids, that they're starting to look for these kind of viewing opportunities. It reminds me a little bit of, you know when kind of the whole animation resurgence happened with Pixar and well originally with Disney's kind of resurgence of animation and Pixar that a lot of you know kind of A-list talent started lending their voices to these movies and one of the common threads where they tended to be parents where they had small kids they wanted to be part of something that their kids could watch. We're seeing kind of a similar dynamic in these movies, you know, just to be on the set and the you know, for instance Robyn Lively who stars a Meredith in "Who is Simon Miller?" who is just an absolutely fantastic actress and one that you know maybe people know in the past from Chicago Hope, or other things but is just one that it's just going to be a matter of time where she has her next big role and we're really excited about what she does in this. Fantastic actress, makes everybody better in the scenes she's in, but then also she's a mom of three small kids, and to hear her talk about one of the reasons she's doing this is this is the kind show that she would love to be able to have a shared viewing experience for her family. Is wonderful because I just think somebody brings, just even a little something extra, their A-game to what they're doing when there's kind of a personal piece to it as well. And again

and again we found that in the talent that we have both in front and behind the camera is also they're parents themselves who are looking for this kind of entertainment.

**Moderator:** That's great, thanks Brian. Thank you Susan for your overview on that to, it's valuable for you not only as a mom yourself but also kind of the initiative that Moms for Family TV has been taking to really kind of help create a real grassroots movement to help moms get connected. And again for anybody who's on the phone, you know, a moms initiative isn't really what you're a part of, there are many ways that what they're doing could translate into the way you could actually take this message, and take these films, and have them been a part of what you do and help to get the message out as well. I just have a couple of questions I'm going to ask now of the whole team here, and again if you have questions to add to the questions that we're going to start asking here for the next 20 minutes of the call, feel free to email them to [simonmiller@gothamconference.com](mailto:simonmiller@gothamconference.com). And also just another little quick reminder here that if you want information if maybe you joined the call late, you can go to [familymovienight.com](http://familymovienight.com) or [pressvillage.com/simonmiller](http://pressvillage.com/simonmiller) to get resources and information on these films and the film we're discussing today is "Who is Simon Miller?" which will air Saturday, August 6<sup>th</sup> at 8/7c on NBC. So if you have organizations or groups that you work with, or lists of people that you communicate with, and even a lot of the press outlets that are on this call, if you could post the trailer, if you could work with us to help tell this story and really help get this message out, that's greatly appreciated and you'll really help this whole initiative just really moving forward. We're actually, Brian we have a question here which I think you touched a little bit on it by just talking about the cast, but they're asking here "Can you share some specific stories or key elements from this set, or the filming of "Who is Simon Miller?" that people might relate to, that might be really interesting things for people to even, you know, write about in their media outlets, or talk to other people about regarding this specific film. And again, I know you've covered a lot of it, but is there anything apart from what you've already covered that you might want to add in here?

**Brian Wells:** Sure, yea, well let me, I'll touch on briefly, just kind of do kind of a quick overview of the cast that we're really excited about in this and then talk a little bit about the filming, even including, you know where we chose because we really feel like this is kind of the perfect storm for this movie of it all coming together in the right way for this kind of action adventure but you know I mentioned Robyn Lively who plays the mom, Meredith, that a lot of people might know from Chicago Hope or other roles she's had. Absolutely fantastic, and then her husband, Simon, you know who goes missing and is kind of the whole focus of this frantic search throughout Europe. A lot of people might know Loren Dean from, if you're a movie fan, "Enemy of the State" with Will Smith, Gene Hackman, he had a recurring role on the Fox series Bones. So that's the husband and wife in this and we found, you know, what was important in the casting of this was not only you know, what could each one of them bring individually but what was going to be kind of their chemistry together and we really liked the way Loren and Robyn kind of worked together in this story and you really believe them as husband and wife, Who things

aren't perfect but they're trying to figure it out. So Loren Dean and Robyn Lively and then the kids you know, we've got Skyler Day, who a lot of the kids will probably know from the series Gigantic on TeenNick, and she plays Sarah the teen daughter, and then this newcomer Drew Koles who is absolutely wonderful as kind of the tech-geeky son in this. And then kind of the nice surprise for people in this movie, this isn't something that I'd be sharing, you know broadly out there, you know with everyone, just cause I would like them to be a little bit surprised in it is what role she plays but Christine Baranski, who a lot of you know from The Good Wife and actually just received an Emmy nomination about a month ago for her role in The Good Wife which we're absolutely thrilled about very deserving, and Christine Baranski pops up in this actually as the person who Amanda feels, first believes is a co-worker of Simon's and a confidant to her but becomes a bit of a mentor and then it becomes clear that she's actually the bad guy and so a great, great kind of a villain turn role in this for Christine Baranski which we're absolutely thrilled about as well. But yea, as far as the set goes, one of the things that was nice about this is that we chose to shoot this in Montreal when we knew we were wanting to do this kind of international-adventure, we knew we wanted it to really feel like we were in Prague, we wanted to really feel like we were in Paris, etc. We thought Montreal was the perfect location of this and it absolutely was. I mean there were times where I kind of had to turn around and pinch myself and say wait, now we're really not on the backstreet outside of a café in Paris, we're actually in Montreal because of how European that city looks so we loved shooting it there and one of our other things with this, you know just kind of one quick story from the movie, was that we really wanted you know it may seem like easy on the surface to talk about, Ok so you've got this action-adventure movie for families, well when you do that, you really constantly for us, we're trying to keep in mind, how are we going to make this thrilling and exciting and at the same time, not violate our contract that we have with parents? That yes this is going to be a movie that your 15 year old son is going to find exciting and thrilling but also it's not going to be a movie that you're scared to have your 10 year old daughter sitting on the couch with you because it's going to freak her out. And it's going to be a movie that we're going to respect your intelligence as an adult and you'll be able to enjoy this as well. To keep all three of those objectives humming at any given time is a real challenge and so on an action-adventure on this, one of the things we knew is we want the action in this where it's the chase-scenes, whatever, we want it to feel real, we don't want it to feel cartoon-y, we want it to feel real, that this is really going on, this spy adventure is really going on. But at the same time we don't want it to get dark, and gritty, and feel scary for you know somebody's 10 year old daughter who's sitting on the couch. So we're really pleased that we had a top notch stunt choreographer in this. We're really pleased on how the action-adventure scenes came out of this, and also just how Paolo Barzman our wonderful director treated these scenes in a way that we get action-adventure, we get thrilling but it never goes to a place that's going to freak-out, you know, a young kid in a way that we feel like would violate what Family Movie Night is all about, but one of the things we did was we really stressed with the actors preparation and stretching and all this cause we were really going to stretch them in these action scenes. And it was fairly early in the movie, a particularly intense action scene that actually Loren Dean, our lead, our you know our lead male in this pulls up with I think it was a hamstring pull or something got injured on a chase down the street. We're like "Ahhhh, where are we going to go with this?" but he was such a trooper and he got some treatment and we were able to shoot around the rest of that scene for him and then so for a lot of the movie you'd never know it by watching it but for a lot of the movie Loren was doing all these action

scenes and then off camera he would be walking with a cane. So I think that just kind of showed, you know, kind of just his commitment level to this. But we're really thrilled with what we ended up with.

**Moderator:** Great, yea that's definitely behind the scenes info, thanks Brian, great. I wanted to actually just continue asking your questions here. You can continue to send them in at [simonmiller@gothamconference.com](mailto:simonmiller@gothamconference.com). But kind of in line with what you all have been talking about with the teens and just the young audience here, we have a couple of questions that kind of go together so I'm just going to ask these in conjunction and Ben or Brian or Susan, any of you can actually answer this. It's interesting because people are asking about like network questions? It says, John Kennedy asks here, "Do you feel that the network reliance on a demographic system that favors single young adults and edgy-programming tends to work against family programming that may actually get higher overall ratings but a lower percentage among the sought-after demo?"

**Brian Wells:** I'd love Ben to chime in on that yea.

**Ben Simon:** Yea, there definitely is a, I guess bias maybe is the word I'll use, but it's not maybe the right word, so when networks are developing programs, they're building programs primarily with a younger adult target in mind. Kind of that adult 18-24. Why? Well because that is a very difficult target for advertisers; Difficult and highly valuable target for advertisers reach, that's kind of like "Media 101". So they build it for the adults 18-24, cause that's a very coveted target for advertisers and the thinking is that if you build it for them, you'll get the older audiences at the same time. You know the 18-49. The 25-54 but if you build it for that hardest target to reach, which is the most valuable for advertisers, you'll get the rest of the targets as well. And as you know that's not always the case, and if you look at what's on most television networks, particularly in prime-time today, both network and cable, you see that kind of media-decision playing out, where most of the shows that are out there are geared more towards adult, primarily younger targets than literally broader, family, kind of co-viewing. And you know we think that's actually a miss because if you look at where all the demographics are, the mass, the biggest tools, mass audience target that's out there is really the 35 million moms, the 75 million kids, in the US. And you know, our belief is some of the programs tends to be a bit narrow-cast, verses being "mass" because of some of the logic of how media is bought and how programming is corresponding, you know, you know, correspondingly developed. And so we think that family is the massive bulls-eye out there. And you know, our objective is also to not just have great programming that the whole family can love, but have, you know, a big broad audience enjoying and participate in the programming itself. And again, going back to some of the points made earlier, the more we can show the broad-based industry that there are a lot of adults, families, parents, and kids out there who want to watch this type of programming, we think will start to have kind of an impact on some of the current frameworks that are

existing in the media and entertainment space. And you know, we think that also we can change the definition of family programming. You know family-friendly programming quote-unquote, tends to maybe have a bad definition in the mind of some of the people in Hollywood and in the media industry. We want to be able to kind of revision that definition by showing that family programming can be authentic, you know, it can be exciting, in can deal with, you know real issues, it can be done in a high-quality excellent way and it's programming that we all can be proud of. And at the same time, it can meet the need of families across the country so part of this too is kind of reshaping and redefining the definition of family and showing not only does it draw a big audience but it can be excellent. And, you know, I would throw that back to Brian, because Brian is one of the key guys that helps ensure programming is excellent. I don't know if you have anything that you would like to add?

**Brian Wells:** No, yea, I think to the core question, it is a challenge because I think there are, you know, this is you know kind two-cents; I think there are quicker, easier ways to get to, let's say all I'm wanting to do is entertain an 18-25 year old male or something, there are quicker and more direct ways to do that, but if I'm trying to do something that's highly entertaining that, maybe something that a 10-14 year old can enjoy and is also going to be something that, you know, a 35 year old dad or mom will be able to enjoy, it's a tougher bar creatively because we've really got to be constantly thinking about the choices we're making whether it's the script, it's casting, it's music, everything that's going to hit on all those cylinders. So, it's a challenge creatively, but one, one we feel like it definitely can be accomplished and it has in the past, and we also know just that yea, while there's a certain demographic that's kind of the sweet-spot for what the networks are looking at, in the end what they care about is what their advertisers care about and their advertisers in this case, are companies like Walmart and Proctor and Pepsi, and Con-Agra, and Sony, and others who they know their core target is that mom and the spending power that she has, so as long as we're doing things in a creatively-engaging way that's meeting her needs, the rest will take care of it.

**Moderator:** Brian could you also speak to quickly I think just it really ties in to what you're saying that 2-hour time block that Walmart, P&G kind of have control over in this instance with Family Movie Night that even the ads, and the trailers, and the promos shown during that time are family-friendly.

**Brian Wells:** Sure, and you know Ben can probably speak more to this because the whole advertising ingenuity on this, he has been the driver of this as far as the advertisers. The basic concept is, with this two-hour that's family movie night, we care about the whole thing. You know, a lot of times what's come up in research from parents is kind of this phrase that they talk about "diving for a remote". "Oh I was watching this program and then such-and-such happened with my kids and I found myself diving for the remote". And it's not always diving for the remote because of the content of the show that they're

watching. Often it's diving for the remote because of the content of the advertisement that just came on. And so we do everything we can to control those two hours that the entire experience is going to be one that's appropriate for the whole family. We can't control the individual, the local ads that are bought, you know, the little snippets of local ads where it's a car dealer or whatever's locally. But the rest of them, all the national ads, they all run through us, and what they've tried to do and Ben can talk a little bit more about that is not only make them that they're appropriate for the entire family but they've brought a real ingenuity and creativity to the ads as well that, some of our highest feedback that we get from these family movie nights is how much people enjoy the ads.

**Ben Simon:** Yea, so what we've tried to do is create kind of an oasis for the whole family where the whole end-to-end experience of the programming and the advertising, the commercialization of the time within the movie, is actually tuned to be appropriate for the whole family. And we also try to actually make the advertising kind of fun and engaging for the whole family to leveraging trivia and other kind of fun things that we try to do to make the whole experience really meaningful and worthwhile and really different for the whole family verses what would be out there more traditionally today where yea, you have you know, more maybe an adult oriented show, where you have family brands advertising inside of the show and it doesn't seem like the words and pictures make sense where you may have had a you know, you know, very aggressive scene or violent scene, and then you have an ad for Pampers immediately following that scene. You know if you look at that, the context of that programming environment and the equity of the ad seem off, and that happens all the time today in television. So what we try to do is really make the advertising in the programming really hand and glove and seamless. And in doing that it actually creates not only a great experience for the consumer but a safe one, so that you're not going to see anything from an advertising standpoint that shouldn't be there for products or services that really aren't really appropriate for moms and families.

**Moderator:** That's great. Susan I think you can answer this one. You mentioned a little bit about why moms should support the initiative beyond just watching the films when they air. Can you tell maybe some things that moms can do and maybe give some kind of a little call to action in the midst of this which we talked about earlier but just kind of, you know, there's a question in addition to watching these movies, what is it that moms or groups can do?

**Susan Fisher:** Sure. First of all, now, this, this two weekends from now in August, 6<sup>th</sup> make a date with your family Saturday night to watch "Who is Simon Miller?", that's first and foremost. You can have date-night on Friday night, but make a date with your family for Saturday night. "Who is Simon Miller?" is a great action-adventure. Tune-in, the whole family really will enjoy it. The second thing to is, many moms and dads are on their computers all the time, and they probably have Facebook accounts and that

kind of thing. Go to the familymovienight Facebook page as well as Moms for Family TV Facebook page. There's lots of behind the scenes information about the movies, you know, when they're airing, snippets behind the scenes, there's just a great one posted yesterday with Christine Baranski. So, go check out what's going on on Facebook and if you see something you like, "like" it, comment on it, and then it will show up on your Facebook wall and all your friends will see it. So help spread the word that way. We post a trailer on there so there's a great 30-second clip of the movie and you can share that with your friends and family and encourage them to make a date. And if you really want to get involved (inaudible) ...Moms for Family TV and so you can go to our website, momsforfamilytv.com, you can contact me, and you know, we'd love to have your help to spread the word. We really do need families to stand-up as Brian said, Hollywood and the networks are watching, and if you really do believe in family television like most families do, watch, help spread the word, tell your friends.

**Moderator:** That's great. I wanted just to kind of mention, I know we're just about out of time here and I just wanted to mention a few things. From some of the questions that have come in, just to kind of wrap up the call here. It's interesting, we've had questions, and again we'll get all of your questions answered by email if by nothing else, if we didn't get to them. I do have quite a few that we haven't gotten to. But you know we had questions like "What are the chances of having a quality national family network with new cutting-edge programming, long range plans?" Another question was asked about "Are there plans, and is there possibilities of working towards a weekly movie". It's interesting a lot of these questions that are coming in have been asking about what's ahead and what could happen with this. I think that's the purpose of this call and of the initiative of Family Movie Night is that this would be a possibility and that some of these things would happen in the future whether it would be weekly or that there would be a network, or that it would actually effect all of programming and you know, from the television or the film side. And so there's really a lot things you all are asking. And you all for being a part of this and you all being involved in this initiative with us, is what's going to actually make a lot of these things happen for the future family-friendly entertainment and for getting good and great television out there for people. There was another question just asking about people marking their calendars for additional movies. The next movie coming up after this one on Saturday August 6<sup>th</sup>, there's going to be another one on NBC on September 3<sup>rd</sup>, and then in December there's going to be another one also on NBC. We will send you all the exact dates, times, all the details as far ahead as we can. I know a lot of you that are especially with the media outlets, you would like to know early on so you could help us start promoting them soon, so thank you for asking that. There's a lot of things in here about the future of family entertainment so the questions are very encouraging about ideas and plans and things that you all are interested in seeing happen. So we don't want to keep you past this time. We want to respect your.... (interrupted by someone).

**Ben Simon:** It may be kind of worthwhile hearing the nature of some of those questions or maybe the next time we do this as we're talking about the September and the December movie we talk a little bit

about the vision for kind of next year and going forward and kind of can share some perspective on where we'd like to go with this. You know, and as we try to meet this unmet need with families.

**Moderator:** Yea, I think that would be great and I was going to mention, thank you Ben or Brian, or Susan, and maybe wanted to speak to these things we can definitely do that. I don't want to, I think you can just drop off the call if you need to since it's an hour, you guys have used up all the time you have in the day to do this with us, I think you can just drop and you'll exit the call, but you know, some of these, you know there's a question on here asking about, you know, for the future what do they look like for the next coming, in the coming months. And so, you know, what can we look forward to, what can we see that's different. If one of you'd like just speak to kind of the future and what's ahead I mentioned the September 3<sup>rd</sup> and the upcoming December movies on NBC, but in addition to the email information we'll definitely be sending out to everyone, if one of you want to kind of just wrap up the call with an answer to one of these questions, because a lot of them do ask the same thing here.

**Ben Simon:** I'll talk a bit about the strategy for about two minutes, but then I unfortunately have to pop-off. Brian maybe you can talk about the creative for some of the upcoming movies the rest of this year but the intent is to create a plot form to serve, you know, moms and families, and to kind of get out of, kind of what may appear to some folks on the call and others kind of an ad-hoc, you know, movie night strategy different networks, different nights, and really get into a consistent plot form for families where every week there's a new installment of something for the whole family, whether it's a movie, whether it's series, whether it's reality idea, that's kind of where we're working towards. Now it's going to take a little bit of time, and you know, to kind of get that machinery up and running but that's the intent to create a night of the week that families can trust and know that whatever it is, put the remote down, bring the family together, and have a great night. I think that things like TGIF and what the Wonderful World of Disney was, some of the folks on the call may remember that; that's the intent. And we're working through plans to kind of bring that to scale. And it really is dependent on the folks on this call. The more the ratings come in, the more success we have, the more confidence we feel in our ability to actually put increasingly more resources and support behind this. So, please vote with your remote. I'll throw it over to Brian now, kind of talk specifically about some of the creative coming up for the two movies following "Who is Simon Miller?" through the end of this year. But again, thank you very much for all of your support, we appreciate it greatly. Thank you.

**Moderator:** Thank you, Ben.

**Brian Wells:** Yes, so for you know, I can't speak to a whole lot to 2012 yet, I don't think we're able to release all that information but you can certainly expect more of this in 2012 and we've got a great mix on our slate of more action-adventure, some dramatic comedies stuff should be good. But for the rest of this year, yea we'll be releasing some more information along the way with the next one that's going to be coming out the rest of this year on NBC as well. There's one in September, there's one in December. The September one is a really fun one, and it's the story of a guy who basically has had a lot of success in life but he's gotten kind of fuzzy between the difference between looking like a good man, and being a good man. He's a professional football player. Things have been rather rocky since high school in his relationship with his parents. And something happens that forces him to return to his small home town, and in doing so, kind of has kind of this crises moment of life and realizes he needs to kind of air things out with his dad as well as deal with you know, some of the ramifications of his football career and the toll that that's taken on his body. So it's a really fun one and it stars Ryan Mc Partlin who a lot of people may know from the NBC series, Chuck. And then just an awesome, awesome role that Bo Bridges is in, playing his dad that will be a lot of fun and Bo just hit it out of the park with that. And then Catherine Hicks, who a lot of people know from 7<sup>th</sup> Heaven plays the mom in it so, it's a really good one. That will be happening September and then in December we're just in kind of the final prep phase for one that will be airing in December. Can't really talk a whole lot about that other than it's going to be a really fun one for the whole family that's going to involve video gaming, that's going to be a lot of fun. So that's what we're going to be doing for the rest of this year and then you just kind of have to stay tuned for what's going to happen in 2012.

**Moderator:** That's great. And I also wanted to mention, I know that Ben had to go but he probably would have liked to know that we would mention that the DVD's from all these movies are actually available at Walmart following the airing. Most of them will be available right after the airing but the last movie that you guys were on the call with us about, and hopefully most of you saw called "Truth be Told", which aired most recently, that one and another movie called "Field of Vision" but "Truth be Told" will actually be on sale at Walmart exclusively at Walmart on DVD on, well it will be available August 2<sup>nd</sup> so that's a date to remember as well. But we will also get you guys information about these DVDs and when they'll be available at Walmart as well, and so that's another big part of the partnership as well. Some of the other questions asked about why Walmart /P&G would do a partnership like this, and why they want to reach out to families. There are, you know, a long list of statistics and things through research they've seen that encouraged them to do this but also because of the nature of the two companies, that's who they serve, and obviously Ben and Brian can speak much better to that but we'll get the answers, the statistics, and things to you guys to help put into your media outlets if you have questions about that, about just kind of deep reason for the initiative. I don't know if Brian, before we finally wrap up, do you want to anything else about the DVD's and Walmart or anything else there, or does that kind of cover it?

**Brian Wells**: No, I think you nailed it.

**Moderator**: Ok, good. Well, don't forget watch and tell everybody that you know to watch the airing of "Who is Simon Miller?" again on NBC, Saturday, August 6<sup>th</sup> at 8/7c. Again you can go to [familymovienight.com](http://familymovienight.com) and you can also go to [pressvillage.com/simonmiller](http://pressvillage.com/simonmiller) to get all the details and all of the materials you need to help promote this next movie. So I will just make sure that we will get back to all of you on email with your questions. I'm sorry that we weren't able to get to all of them. Quite a few came in, in the last like 10 minutes, we started getting kind of a rush of them, so I apologize they haven't all been reached. But again we want to respect your time and if Brian or Susan, you don't have anything else, I think we'll wrap up the call and thank you so much for everybody being on it and we really truly do appreciate your involvement because again, it's not just something everybody's saying, it really does make this a success and it will help it keep going because of what people like you on the call are doing to help the initiative.

**Brian Wells** : Thanks everyone

**Susan Fisher**: Thank you all

**Moderator**: Thank you. Bye bye.