

PROPOSAL

ENEN
Daily News
Phase I

10/27/00 - Ver. 2.0

ENEN Daily News Phase I

Project Overview

The goals of this project has four major points:

- To improve the content and structure of the news
- Reposition the news to better brand ENEN
- Increase the news audience
- Solicit feedback from news viewers

To improve the content and structure of the news

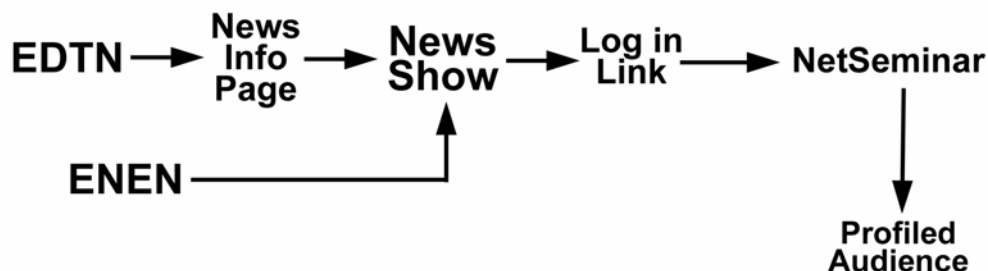
The daily news show will endeavor to become more personnel and entertaining. A format change will include the addition of one soft news stories and an editorial commentary. The EDTN news stories currently broadcast, (Headline, Business, Product and Technology), will be reduced to three, (Business, Product and Technology). The EDTN stories will be edit to reflect a more conversational, personnel presentation. A news demo is being produced to illustrate this point. In the demo the news will be produced in it's current format and then be rewritten as described above. The can be compared side by side to illustrate the improvement in presentation of content and to introduce the expanded coverage of the news.

Reposition the news to better brand ENEN

The goal, reposition the news as a component of the ENEN brand and shift away from the NetSeminar branding currently associated with it.

Figure A

Current Profiling Path:



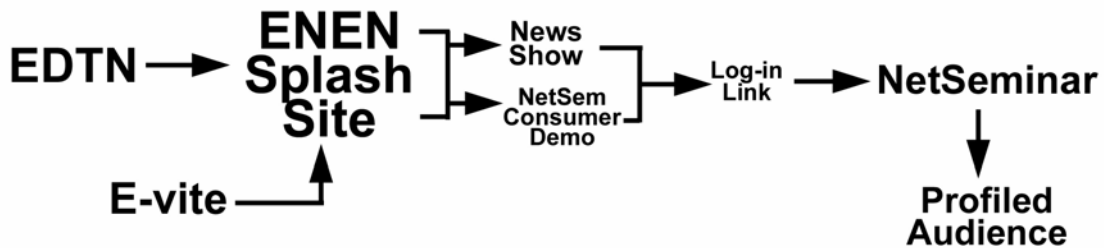
Phase 1 of this project illustrated in figure B works to introduce the ENEN brand while positioning NetSeminar and improving the current audience profiling path illustrated in Figure A. The introduction of an ENEN splash page replaces the current news information page. The ENEN splash page will be a place-holder, till the full blown ENEN product is developed and implemented. The ENEN splash page will have a dual focus:

- The News
- A Consumer NetSeminar Demo

Both the News and the Consumer NetSeminar demo will have a log-in link to NetSeminars. This Phase I change positions ENEN correctly as the brand with the News and NetSeminars as components of the network while still maintaining the goal of delivering a profiled audience. The current E-vite system can be designed to include a link directly to the splash site providing exposure to the news, the consumer NetSeminar demo and the log-in link.

Figure B

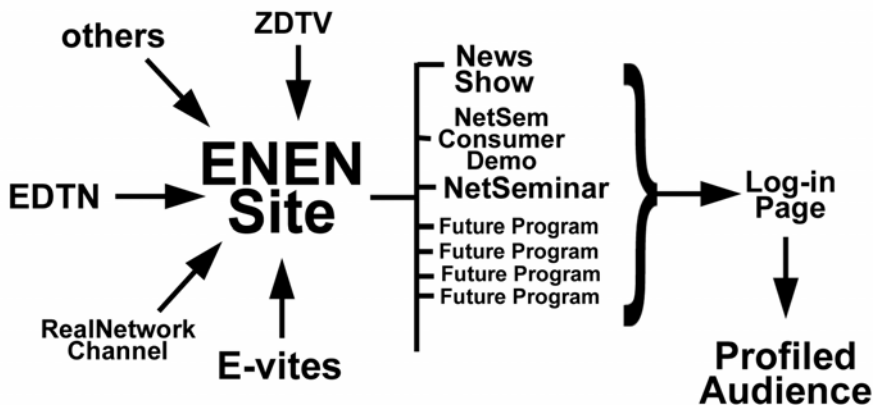
Phase 1 Profiling Path:



Future phases will develop the model in figure C and further brand ENEN.

Figure C

Future Phases Profiling Path:



Increase the news audience

Increase viewership and exposure to the news is easily achieved with the addition of the daily news into the NetSeminar production scope. Adding the daily news as a pre-event program has multiple positive marketing attributes with minimal additional production, time or cost requirements.

The largest benefit garnered by the addition of the daily news to the NetSeminar product is the increased visibility of the news program. Viewership numbers would increase exponentially by airing the news within the unified NetSeminar interface prior to an event.

NetSeminar attendees receive a value-added service in that they can view current electronics industry news within the NetSeminar environment. In essence we have built entertainment value to the NetSeminar product. From the network prospective the addition of a pre-event show adds production value to our product, our network and works well to further brand ENEN.

The news would play in the video window of the unified interface. This is implemented with playback from the control room on the VTR, which is the current method of video playback employed in a NetSeminar.

Solicit feedback from news viewers

- The news in Phase I will be used to regularly solicit feedback from its viewers.
 - How to improve the news
 - Story ideas
 - Comments, concerns and questions
- A monthly giveaway encourages feedback
- Development of a feedback form may be beneficial

Action Items

To improve the content and structure of the news

- The daily editing of the EDTN news stories to reflect a more conversational, personnel presentation.
- The daily research and writing of one additional soft news story and an editorial commentary
- Support graphics for the soft news story and editorial piece where applicable

Reposition the news to better brand ENEN

- ENEN splash page
- E-vite link to splash
- Consumer NetSeminar Demo
- EDTN link to ENEN splash site

Increase the news audience

- Script the NetSeminar moderator Gary Cocker. Gary will pitch to the news anchor, *...and here is Leesa Seversen with today's electronic industry news*". At the end of the news cast it would be production savvy to have the news anchor pitch it back to the moderator, *"...and now back to you Gary"* to open the NetSeminar.
- The news would have to be edited two ways, the existing way and a version with the NetSeminar mentions. In addition the NetSeminar version would have to be dubbed to DV tape for playback. The DV tape stock itself can be reused.
- Other production requirements include graphic slates for the news introduction.

- Feedback Form
- OPTIONAL – Interface modifications to further enhance the news segment.

Solicit feedback from the viewers

- Commitment to monthly give away
- Feedback Form
- Review existing e-mail retrieval, review and response

Time & Occurrence

To improve the content and structure of the news

Item	Occurrence	Time
Scripting	daily	2 hrs.
Copy Editing	daily	3/4 hour
Graphics	daily	1 hrs.

Reposition the news to better brand ENEN

ENEN Splash Page	1
Consumer NetSem Demo	1
E-vite Redesign	1

Increase the news audience

Item	Occurrence	Time
Scripting	1	2 hrs.
Video Editing	daily	1/2 hour
Graphics	1	2 hrs.
Interface*	1	?

*Optional in Phase 1

Solicit feedback from news viewers

Item	Occurrence	Time
Scripting	1	
Feedback Form	1	
Graphics	1	
Interface Mod	1	

Project Timeline

Fully implemented by December 1st. 2000

Sample Script for DAILY NEWS / NETSEMINAR WRAPPER

10 Minute Announcement

Moderator: Welcome to today's NetSeminar: Increasing ASIC & FPGA Design Team Effectiveness, brought to you by Mentor Graphics, EDTN, and ENEN.com, the Education News and Entertainment Network. Don't forget to fill out the feedback form at the conclusion of the seminar to be eligible to win the "Handspring Visor"! Stay tuned for today's EDTN's electronic industry news coming up next.. The NetSeminar will begin immediately following the news.

News Introduction (5 to 6 minutes before the show)

Moderator: Welcome to today's NetSeminar: Increasing ASIC & FPGA Design Team Effectiveness, brought to you by Mentor Graphics, EDTN, and ENEN.com, the Education News and Entertainment Network. And now it's time for today's EDTN electronic industry news with Leesa Severyn.

Start of Daily News

News Anchor: Hi, I'm Leesa Severyn

Before we get to the day's news I want to give you my e-mail address.

It is leesa@enen.com.

I spell leesa - leesa.

Send me your questions, comments or concerns about our broadcast.

I look forward to hearing from you.

In the news today...

- HEADLINES

To attend "NetSeminars" containing product announcements, application developments and electronics training select the Event Log-in link provided below. Or Visit [www. NetSeminar.com](http://www.NetSeminar.com).

- LEAD STORY
- BUSINESS NEWS
- PRODUCT NEWS
- TECHNOLOGY NEWS

CLOSE

To learn more about the latest in technology visit EDTN.com

I'm Leesa Severyn

This has been the Electronics Industry News an EDTN publication powered by ENEN.com.

Enjoy today's NetSeminar...Back to you Gary

Start of NetSeminar

Moderator: Thank you Lisa --- Good Morning, Good Afternoon Good Evening... Welcome to today's NetSeminar: Increasing ASIC & FPGA Design Team Effectiveness brought to you by Mentor Graphics, EDTN, and ENEN.com, the Education News and Entertainment Network. My name is Gary Cocker, and I will be your moderator today. Just a few announcements before we begin:

If, at any time during this broadcast, you experience technical difficulties, please contact our NetSeminar support team at the following number: 888-NetSeminar or 888-638-7364. Please note that this event will be available shortly for your review in our NetSeminar archives.

Be sure to fill out the feedback form fully at the conclusion of the seminar to be eligible to win the "Handspring Visor"! The winner will be notified via email. All registrants acknowledge and agree that ENEN.com may use their name and company name for promotional purposes if they win.

If you haven't done so already, you can sign into the "Q&A" by clicking on the Q&A link near the bottom of the presentation page. Enter a "Nick Name" and press "OK Connect". You can ask questions at any time during the presentation by typing your question into the text area at the bottom of the "Chat Window" and pressing return on your keyboard. Your questions will be forwarded to the presenter during the Q&A portion at the end of this NetSeminar. When sending in a question, please include the city where you are located so that we can include that in the live audio broadcast. The "Chat Window" can also be used to monitor the live transcription of the NetSeminar. If you are having problems getting into the chat please give us a call at 888-NetSeminar or 888-638-7364.

Now on to the presentation!