



EDITORIAL PERSPECTIVE

SHOOT's Editorial Mission and Focus

To provide vital news and information about the creation of TV/online video/cinema/mobile advertising, branded content, feature/independent film, TV & online program production necessary to its readers across all segments of the advertising & entertainment industries.

-AND-

To serve as a conduit between ad agencies, brands, entertainment companies, production & post cos/services & technology providers to help them come together as part of one community —opening doors to create new work, new business, new opportunities, and new partnerships.

SHOOT's audience is made up of commercial and entertainment creative, production & post executives and artisans at production/post/editorial/visual effects & animation/music & sound companies, traditional & digital ad agencies, brands, TV/cable/online networks, movie studios and independent filmmakers. SHOOT's digital and print platforms focus on providing news, information, perspectives, the best new work and the people and technology behind that work. SHOOT also focuses on providing clarity regarding the blurring boundaries between advertising and entertainment, helping executives and artisans who are grappling with how they best fit in — and how they can capitalize on — a changing media landscape. Creative, production and business executives utilize the news and information that SHOOT provides in their day-to-day and long-term planning in what continues to be an increasingly more complex and global business. Traditionally, clients worked primarily through their ad agencies and didn't go directly to production companies. Agencies are no longer always the mid-point between clients and content producers. Traditionally agencies did not turn to entertainment and media companies for content production and expertise. All of this has changed and every day SHOOT strives to serve up vital context and content to help its readers connect the dots and draw up new connections.

SHOOT Editorial Platforms

SHOOTonline.com – 24/7 Website

The SHOOT Dailies - Daily ePub, published Monday-Friday

The SHOOT>e.dition - Weekly ePub, published every Friday

SHOOT Magazine – Print Issue with PDF version, six-time frequency

The SHOOT Publicity Wire - Paid Wire Service

Brand New[s] – SHOOT Publicity Wire's weekly ePub every Wednesday

As our audience's need for timely news and information has increased, SHOOT's digital platforms have expanded with the latest digital addition being the SHOOT Dailies which is published daily Monday-Friday. Believing that there is great value in continuing to publish print issues, SHOOT Magazine provides in-depth features and interviews along with our most popular columns. News stories, Feature Articles, Interviews, Columns and ScreenWork videos that are posted by SHOOT editors 7 days per week on SHOOTonline also appear in the same day's SHOOT Dailies (content posted on Saturday & Sunday appears in Monday's SHOOT Dailies) and in Friday's SHOOT>e.dition as well as on SHOOT's RSS, Facebook & Twitter feeds. All editorial content that is published in SHOOT Magazine's print issues also appears in the PDF version of print issue and on SHOOTonline, the SHOOT Dailies, SHOOT>e.dition, RSS feed, facebook and Twitter.

News & Information + Perspective

SHOOT's editorial strength comes from its expert, objective and impartial news reporting and relentless quest for the best, most creative work and people. It comes from the ability to spot trends and present applications in an understandable, usable way. SHOOT covers every breaking story of importance and is a trusted and authoritative source for news and information. SHOOT covers news, great work, trends, creative techniques, applications and leading & emerging talent as well as all major guild, entertainment and ad industry award shows, film festivals and industry events. SHOOT provides timely and relevant information including behind-the-scenes looks at the best new work and the talented people, companies, and creative tools behind that work, including the latest cinematography, post & editing technology and equipment.

SHOOT recognizes the importance of each unique industry segment, individually and collectively. A primary goal is to satisfy the creative and production needs of executives and artisans no matter what segment of the business they are in, bringing together agencies and clients with the business, production and creative leaders in the production, entertainment and media industries. Fostering these relationships is key to the development of meaningful on-target commercial, branded and entertainment content. If the work involves advertising or entertainment content that consumers view on a screen—TV screen, Cinema screen, Computer screen, Mobile screen or Game screen, SHOOT is searching out who's doing the most innovative work and what's coming next.

SHOOT provides insights from established filmmaking talent as well as giving its readers a heads-up on the up-and-comers, as reflected in our daily coverage plus our March and October Directors Issues, as well as our annual May issue that contains profiles of those new directors selected for the

SHOOT New Directors Showcase. For 55 years SHOOT has been chronicling commercialmaking from its infancy to maturation, providing historical context and a mix of perspectives, showing where the industry has been in order to get a better handle on where it is and in what directions it is headed. Expanding greatly during the 2000's, SHOOT's coverage encompasses all of commercial, branded content and entertainment production & post, television, online, feature film and independent film. In addition to covering commercial and entertainment production and post, we explore the advertising and entertainment crossover dynamic and integrated campaign strategies, providing an informed big-picture take on the business and the creative sides of advertising and entertainment while showcasing the best work—both prominent and obscure—and getting into the hearts, minds and creative spirit of the industry's best and brightest executives and artisans.

SHOOT delivers news, information, interviews and in-depth features on a constant basis via a combination of online reporting, daily email newsletter, weekly >e.ditions and six print issues (with PDF versions) per year...

News, Feature Articles, Profiles & Q & As Individual News stories on....

- **Issues:** All relevant issues involving, affecting and pertaining to commercial, branded content and entertainment production & Post. Contractual agreements, labor unions, insurance, payroll, markup, significant litigation, filming incentives. SHOOT continues to tackle these issues in a consistent, comprehensive and meaningful way.
- **Companies:** ad agencies, brands, production/post/music & sound/visual effects/animation companies, movie studios, TV/Cable/Online Networks, film commissions, entertainment & media companies, and industry associations.
- **People:** the executives and artisans behind the latest news, trends and best work, ranging from ad agency creatives and producers to production/post company owners, production & post execs to directors, cinematographers, editors, colorists, composers, VFX supervisors & artists, animators, composers, sound designers, mixers, etc.
- **Trends:** creative, production, post and business trends
- **Technology:** production, post, workflow, interactive, mobile, cameras and other cine / post equipment, VFX software, etc.
- **Events:** Award shows, conferences, expos, film festivals & markets.

Complementing SHOOT's ongoing news coverage are in-depth features on topics including...

Directors, Cinematographers & Cameras, Postproduction, VFX & Animation & quarterly Top Ten VFX & Animation Charts, Music & Sound & quarterly Top Ten Music Tracks Charts, Road to Oscar series, Road to Emmy Series, Road to NAB Series, Industry Report Card, Ad Agency of the Year, Regional reports, Digital Workflow & much more. Details and updates on the next print issue to be published appear prior to each issue at www.shootonline.com/go/upcomingissues

Newsroom Departments

In addition to SHOOT's ongoing news coverage and features is a line-up of news-related departments and columns, which contain short news items of interest, and profiles and Q&As with assorted creative artists, business execs and officials. Learn about the creative and executive talent who are the driving forces behind risk-taking companies and new business models and visions. Hear first-hand about their plans and visions for the future.

Newsbriefs: Short-take items spanning notable projects, people and developments

Chat Room Interview: high-profile newsmakers from the creative, filmmaking, production, post, music & VFX/animation communities

Meet the Commish Profile: Film commissioner of a local, regional, state or national jurisdiction. Includes locations & incentives info

Client Tell: Profiles and Q & As with a Brand Managers and CMOs

Creative Voice & Produce Stand: Q & A and profiles of agency presidents, chief creative officers, Heads of Production

Producer Perspective: Q & A & profiles of exec producers, showrunners & production execs at production cos. networks & studios.

Talent & Casting: Talent Agent and casting news, including signings of above & below the line talent, new projects, Q&As & profiles with leading Talent Agency executives and agents.

Model Makers: Profile of a production or post company changing business models, relaunching, rebranding, merging, opening new division

Screen Work

Creative section showcasing great new work with backstory, credits, and video. SHOOT regularly covers commercials, videos, shorts, trailers, promos and excerpts of long form work. Includes two perennial weekly favorites: **Top Spot of the Week** and **The Best Work You May Never See**.

Aggregated News Columns

SHOOT has created several industry sector-specific aggregated weekly news columns to provide readers with a handle on relevant happenings.

Tool Box: Hardware & Software News, including cameras, lighting, post equipment, VFX and postproduction software, production & digital asset management workflow tools

Music Notes: News & developments from the worlds of music production, sound design, audio post, music licensing, publishing & libraries

People on the Move: Executive and staff hires and promotions at ad agencies, production and post-related companies, TV networks and movie studios

Rep Report: Company sales position and independent rep changes, and talent agent news

Hot Locations: On location production, filming incentives and film commission news and developments

Stock Market: Motion footage libraries & licensing news; library footage utilized in film, television and commercial projects

Columns

Perspectives, breaking developments and issues of interest & concern to the industry at large

Spot.com.mentary: Editor's column

POV: Guest written opinion piece on creative/production topic

Street Talk: Get a jump on the latest Buzz before it's common knowledge

Bulletin Board: Upcoming industry events

Flash Back: Five & Ten years ago in the industry

Legal Ease: Guest written legal issues of key importance to operating in today's advertising and entertainment industries

Earwitness: Guest written observations on popular music and culture

Viewfinder: Coverage of varied points of view on an industry topic

SHOOT Sponsored Features

SHOOT offers several Sponsored feature & Sponsored Profile opportunities. Sponsored features include coverage in editorial participation plus marketing package that includes high-profile digital and print marketing.

For sample of recent sponsored feature, please visit the following links:

Link to a PDF of Sponsored Feature that appeared in the SHOOT Magazine Print Issue: <https://www.shootonline.com/pdfs/workflow-in-the-digital-age>

Link to the digital version <https://shootonline.com/news/workflow-digital-age-new-tools-and-services-carve-path> that appeared on SHOOTonline and SHOOT Dailies & SHOOT>e.dition ePubs. For information on sponsored features & sponsored profiles please contact Roberta at rgriefer@shootonline.com or 203/227-1699, ext 13.

A Brief History of SHOOT's 55 Years

Launching in Dec. 1960 as "Backstage," its entrepreneur owners sold the then weekly publication to BPI Communications in 1989 who split the publication in two; the production/post/advertising portion became Backstage/SHOOT and the actors/theater portion remained Backstage. Publisher & editorial director, Roberta Griefer, came on board in 1990 to spearhead the publication's evolution and we became SHOOT. In the late 1990s SHOOTonline debuted and in the early 2000s Griefer started the annual New Directors Search and Showcase event. BPI (also owned Billboard, Adweek, The Hollywood Reporter & more) sold to Dutch global media company, VNU, who ultimately sold to Nielsen. After running SHOOT for 14 years within a large corporate environment, Griefer and partner, Gerald Giannone, acquired SHOOT in Jan. 2005 and once again SHOOT was/is owned by entrepreneurs whose top priority is to live up to our editorial mission. Having had the pleasure of working with and promoting Bob Goldrich from reporter to West Coast bureau chief to editor during the BPI/VNU days, Griefer brought Bob on board to continue as SHOOT's editor. Giannone launched The SHOOT Publicity Wire and weekly ePub Brand New[s] and oversees both. Constantly evolving as the industries we cover evolve, SHOOT is firmly entrenched in the worlds of commercial and entertainment production & postproduction and continues to work hard to serve the information needs of our audience.

The SHOOT Publicity Wire

The SHOOT Publicity Wire provides a paid self-service platform for getting releases out to the commercial & entertainment production industries and media communities. A full release, with links, photos, video is \$60. or just video with description & credits can be posted for \$20.-\$40. depending upon using video upload or embed code. Distribution includes SPW Press Alert sent out to writers, editors, news sites, bloggers the day your release is posted, ePubs the SHOOT Dailies and Brand New[s], SHOOTonline.com site placement, archiving and indexing, RSS Feed, social feeds to Twitter, Facebook and mobile SMS dynamic feed, links on the SHOOT>e.dition, the SHOOTonline.com home page, and search engine optimization (SEO). The SPW is used regularly by agencies, production & post companies to promote work, new hires, etc. It's also used by studios, networks, associations, events, individual artisans and much more.

SHOOT Publicity Wire Home Page: <http://www.shootonline.com/spw/home>

Overview: <http://pr.shootonline.com>

Pricing/how to post releases & videos: <http://www.shootonline.com/products>

Using the SPW is something separate from editorial consideration for SHOOT - one does not affect or influence the other; the SPW is another way to get the word out.

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Sign Up for SHOOT "free" ePubs: <http://www.shootonline.com/subscribe>

To submit news and work for editorial consideration, email information to the editorial contacts above. If submitting work, be sure to include date completed, brief description, when/where it is or will appear, link to work and production/post credits.

We look forward to working with you!