



## Multichannel Media & Marketing Proposal

Proposal Prepared For:



Prepared by Rick Pearson  
<https://mindcreatesmeaning.com>

## **INTRODUCTION:**

The following written proposal is for the organized structured use of existing festival publicity assets toward a KPI-measurable increase in public awareness and visibility for 'The 2025 CIndependent Film Festival'. This is a volunteer orchestrated, volunteer managed, time-sensitive, twelve month durational publicity effort.

## **CINDEPENDENT OPPORTUNITY:**

Today represents the longest length of runway for awareness as will ever exist. Today holds the promise for cultivating unprecedented familiarity, affinity, curiosity, and investment from audience & sponsor interest, attention, and support for 'The 2025 CIndependent Film Festival'. My proposition is this opportunity not go under appreciated or unharnessed.

## **SCOPE OF PROPOSAL:**

A 12 month structured media effort defined by consistency across all Official CIndependent social channels including YouTube, Instagram, Facebook, LinkedIn, YouTube Podcasting, and Audio Podcasting Syndication Platforms, as well as through established partnerships & their official followings across Instagram, X, & Facebook.

The guiding principles governing this time-encapsulated media publicity awareness program are to be accountability to schedule, organized structured effort, and a cohesive brand image adapted for appropriateness toward individually targeted social media platforms.

## **PROPOSAL AUTHOR:**

Rick Pearson is a Corporate Content Producing Director (Dayton, OH) and creative scholarship recipient to The Neighborhood Playhouse School of the Theatre (New York City, NY) - *“the most respected acting school in the country and first among all professional training programs”* as accredited by The Cambridge Guide To Theatre (Cambridge University Press).

Rick is the founding entrepreneur of Pearson Media LLC., a creative firm established in 2007. His company collaborates with advertising agencies and direct business and corporate clients alike. Specializing in translating message into story - Rick's passion for clear communication through visual media has been the driving force behind the firm's success and growth over the past 17 years.

Online, YouTube audiences praise Rick's personality and presentation style as representing 'pure art!', 'amazing energy', 'a fun personality to learn from' and 'a well deserved subscribe!'.

A daily practitioner of creative writing, Rick drafts written scenes for stage and screen in addition to supporting the creative dreams of neighbor and stranger alike from the creative roles of independent Cinematographer, Director, Performance Consultant, and as Virtual Production Specialist in emerging filmmaking technologies.

# PROPOSAL DETAILS:

## STRATEGY & CONTENT:

- ❖ **'Crunchy & Bubs' - Monthly Production, Daily Public Release.**
  - Bulk short-form, green screen mascot adventures, produced monthly.
  - Automated release schedule using content scheduling, posting daily.
  
- ❖ **'Hollywood Reporter Style' Roundtable, Monthly Production & Release.**
  - Single production date yielding many content pieces, produced monthly.
  - A "Hollywood Reporter Style" Roundtable spotlighting four independent filmmakers.
    - *(Each roundtable featuring four new productions or 'in times of drought' benefiting from flexibility in format - allowing each roundtable to focus on a specialization of craft from writing, directing, set design, production design, producing, etc.)*
  - Bonus content! (Breakout Sessions)
    - Four (4) individual filmmaker interviews. *(Same faces; new perspectives).*
    - Up to six (6) pairing permutations of 'Peer-to-Peer' mini-conversations discussing humorous antidotes, craft and industry experiences.
    - Behind the scenes Roundtable production photos (any number).
    - Studio-grade Roundtable group photographic portrait (1)
    - Studio-grade individual filmmaker photographic portraits (4).
  
- ❖ **CindePodcast - Monthly Production & Release.**
  - Elevating and maximizing podcast potential via refinement of approach.
    - Establishing a regular release schedule, creating opportunity for anticipation and expectation among a growing audience.
    - Catering more specifically to audience interests via conversations on challenges faced by filmmakers, unexpected happy accidents and antidotes from the set and industry, guest's personal motivations for pursuing filmmaking, thoughts on art, craft, and business of storytelling.
  - Investing in production audio quality by moving away from Zoom calls, improving the audience's listening experience.
  - Streamlining the podcast branding to better reflect the founding elements of 'Cincinnati' and "Independent", an adoption of the use of 'Cindependent Podcast' over 'CindePodcast'.
  - Adding a video element to extend podcast reach onto YouTube Podcasts.

## **DISTRIBUTION CHANNELS & APPLICATION:**

### **⚙️ INSTAGRAM (VIDEO & STILLS)**

- **Video Content:**

- 'Crunchy & Bubs' Short-form / Green Screen Adventures.
- 'Hollywood Reporter Style' RoundTable, Clips & Excerpts.
- 'Individual Filmmaker Interviews', snippets & teases.
- 'Peer-to-Peer Conversations', snippets & teases.

- **Photographic (Stills) Content:**

- 'Hollywood Reporter Style' Roundtable BTS production photos.
- 'Hollywood Reporter Style' studio-grade group portrait.
- 'Hollywood Reporter Style' studio-grade individual portraits.
- Filmmaker submitted BTS production photos from their own sets.

### **⚙️ YOUTUBE (VIDEO)**

- **Video Content:**

- 'Crunchy & Bubs' Short-form / Green Screen Adventures.
- Full length 'Hollywood Reporter Style' RoundTable video.
- Full length 'Individual Filmmaker Interviews'.
- Full length 'Peer-to-Peer Conversations'.

- **Community Posts:**

- BTS Production photos from 'Hollywood Reporter Style Roundtable'
- Upcoming release announcements for featured content & events.
- Partnership showcase, featuring events, news, & announcements.
- CIndependent Podcast Episode Release Announcements.

### **⚙️ YOUTUBE PODCASTING (Video)**

- CIndependent Video Podcast.

### **⚙️ AUDIO PODCASTING (Audio)**

- CIndependent Audio Podcast (properly promoted across all podcasting syndication platforms).

### **⚙️ FACEBOOK, X, & LINKEDIN (Video, Photo, Text)**

- Featured content & event release announcements.
- Partnership showcase, featuring events, news, & announcements.
- 'Crunchy & Bubs' Short-form / Green Screen Adventures.
- CIndependent Podcast Episode Release Announcements.

## **LOGISTICS:**

- Procurement of recording locations in notable Cincinnati recording landmark locations (21C, Netherland Plaza, Midwest Grip & Lighting, Valere Studios, etc.) to be made through In-Kind Sponsorships.
- All content for a given month's release will be produced two months ahead of schedule, providing logistical headroom and safe-guarding of strategy execution.

## **SPONSORSHIP OPPORTUNITIES:**

- **In-Kind Sponsorships**
  - Recording locations for Hollywood Reporter Roundtable and Podcast, etc.)
- **Financial Sponsorships**
  - As online visibility and audience numbers grow, so grows financial value for any sponsorship program conceptualized and sold.

Are you looking for your own opportunities to leverage media — short & long form, formal and informal styles, video, animation, photography and audio podcasts toward your future success?

**If your answer is yes, reach out to me, the proposal author, via:  
<https://mindcreatesmeaning.com>**

