

Columbus Neighborhoods

A Bicentennial Documentary Series

The people. The places. The communities we call home.

WOSU To Produce Landmark Series

To celebrate Columbus's bicentennial, WOSU Public Media is undertaking the production of *Columbus Neighborhoods*, a

series of hour-long documentaries including

extensive online resources

about the city's historic neighborhoods.

Columbus Neighborhoods is an ambitious, comprehensive series of documentaries, including an innovative **web component**, community **storytelling events**, and **classroom components** that will be one of the most visible and memorable projects associated with the observance of the city's bicentennial.

Each episode in this series will examine the **historical origins** of these neighborhoods and trace their development. Prominent historical figures will be profiled, and the neighborhood's architecture, economic base, and cultural assets will be examined.

Columbus Neighborhoods

Premieres in 2009 on



**With Outstanding Local
Support & Visibility**

As a local sponsor, you receive:

- On-air exposure and credit
- Web placement and link
- Local media placement
- Educational outreach materials
- Event opportunities

Did you know?

WOSU Public Media is the leader in producing award-winning local documentaries including:

- *Many Happy Returns to Lazarus*
- *Pride of the Buckeyes*
- *Birth of the Ohio Stadium*
- *Beyond the Gridiron: The Life and Times of Woody Hayes*
- *Lustron: The House America's Been Waiting For*
- *The Man Who Knew Everything*
- *Honor Flight*

Columbus Neighborhoods is a production of WOSU Public Media.



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Columbus Neighborhoods Histories Project

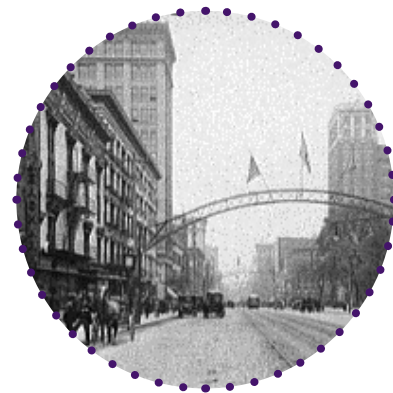
WOSU To Produce Landmark Series Starring Columbus

To celebrate Columbus's bicentennial, WOSU Public Media is undertaking the production of **Columbus Neighborhoods**, a series of **hour-long documentaries** including extensive online resources about the city's historic neighborhoods. WOSU has distinguished itself by bringing to life vivid and vital stories from Columbus's history. Among our acclaimed productions are colorful and compelling examinations of the birth of Ohio Stadium, the story of the Lazarus Department Store, and the Emmy-award-winning, behind-the-scenes portrait of the Ohio State marching band.

Columbus Neighborhoods is an ambitious, comprehensive series of documentaries, including an innovative web component, community storytelling events, and classroom components that will be one of the most visible and memorable projects associated with the **observance of the city's bicentennial**.

Each episode in this series will examine the **historical origins** of these neighborhoods and trace their development. Prominent historical figures will be profiled, and the neighborhood's architecture, economic base, and cultural assets will be examined. However, this series is more than a historical study. Each program will examine the neighborhood's present-day residents, continuing traditions, and cultural assets.

Columbus Neighborhoods will show what makes each neighborhood unique and what it's like to live there.



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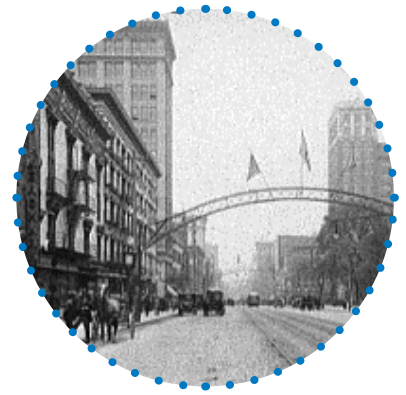
Columbus Neighborhoods Histories Project

This series will share with viewers fascinating facts and stories about Columbus:

- How Lucas Sullivant laid out a settlement in the forks of the Scioto and named it in honor of Benjamin Franklin.
- How the National Road transformed Ohio's capital—and how a canal connected it to the world.
- The Civil War and Columbus: Camp Jackson, Camp Chase, and a spectacular reunion.
- The birth of Columbus's streetcar suburbs.
- How buggies and floods and brewmasters figure into our history.

This project also invites **grassroots participation** through events that will encourage residents to share their thoughts and memories about the area through videotaped interviews. All of the interviews, images, and comments submitted by residents will be included on a robust website dedicated to this project. Some of the interviews will be used in the television documentary. The **web site** will also allow each program to have an impact that continues beyond the broadcast. It will be a site where people can react to the documentary, share new information about the subjects in the program, and develop new discussion threads related to their neighborhoods.

Web-based educational materials about each neighborhood will also be developed for **use in area classrooms**. These short video-learning objects will help students visualize Columbus's historical origins and will provoke discussion about the city's challenges and potential.



Neighborhoods

WOSU will develop six major local documentaries about these neighborhoods over the next four years:

The Short North Arts District

The story of one of the city's most vibrant and exciting neighborhoods includes the tale of the arches, the rise—and abrupt fall—of Union Station, an incredible reunion of Civil War soldiers, the transformation of a tough, gritty neighborhood to an arts district, and the emergence of local festivals and traditions that have become part of the Short North's character. (This program includes Harrison West, Victorian Village, Italian Village, and Flytown).

German Village

One of the nation's early and most successful urban revitalization campaigns, this charming and vital neighborhood was once home to working-class German immigrants. Now its brick streets, beautiful gardens, and delightful architecture are hallmarks of one of the country's most prestigious urban addresses. (This program includes The Brewery District, Merion Village, and Schumacher Place).

Downtown and Franklinton

Columbus's historical roots are firmly planted in Franklinton, Central Ohio's first settlement, and the downtown area, the seat of state government. It's the story of determined pioneers, devastating floods, a vision for a state capital rising from higher ground, and flourishing theatres, churches, businesses, and government buildings. (This program includes Town/Franklin, and, because of its significance, Camp Chase).

King-Lincoln

Once the cultural and commercial heart of Columbus for African Americans, this neighborhood is poised for rebirth. The restoration of the King Lincoln Theatre is one of the most anticipated projects in the city. Once completed, it will join the King Arts Complex in shaping and developing this historic neighborhood. King-Lincoln still echoes with the joyous sounds of the storied musicians who played its clubs and theatres and the din of bustling streets lined with thriving businesses. (This program includes Mt. Vernon and the Discovery District).

Old Towne East

Barons, bankers, and industrialists have made their home in this neighborhood since the 1830s. Old Towne East is one of the city's largest historic neighborhoods, and over 50 architectural styles can be found here. Today, all kinds of people live in Old Towne East, and its many charms include beautiful homes, impressive churches, and nearby Franklin Park Conservatory. (This program includes Bryden Road, Ide's Place, and Old Oaks).

University District

Town meets gown in this urban area encompassing the neighborhoods around The Ohio State University. The Old North was the first neighborhood here, and a series of remarkable transformations has seen this area change from farm to campus to streetcar suburbs to a center of education, recreation, and culture. The most densely populated area in Columbus, the University District is also the location of nearly 650 businesses, churches, schools, and social agencies. (This program includes Denison Place, Glen Echo South, and Northwood Park).



Sponsorship

Columbus Neighborhoods will begin airing in 2009 and will culminate in 2012 with special screenings, broadcasts, and community events during the Columbus bicentennial celebration.

These programs will air on WOSU television and features about the programs will be included on WOSU radio and wosu.org.

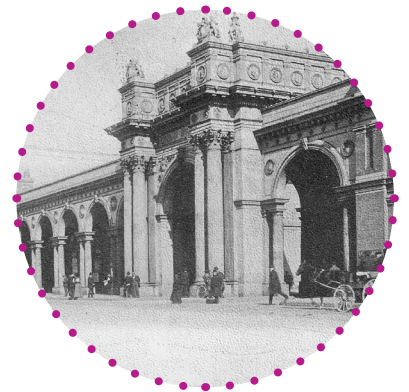
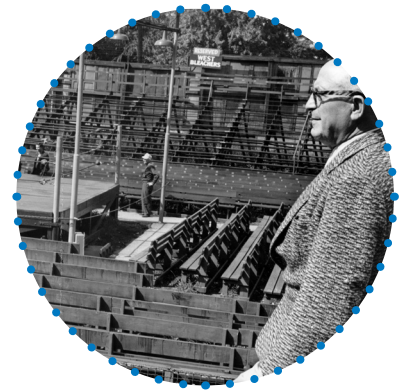
This intimate portrait of many of Columbus's most fascinating places to live, work, and visit offers a unique opportunity for individuals, businesses, and other organizations to be associated with WOSU Public Media, which, through its long-running and extensive commitment to local programming, has proven to be exceptionally qualified to tell the stories of Columbus and Central Ohio.

WOSU Public Media won four regional Emmy Awards in 2007 for documentary and arts programming.

Exposure opportunities for sponsors associated with this project include:

- Underwriting sponsorships on each program;
- A graphical presence on the web site, which includes video-on-demand elements;
- Logos present at all premiere screenings and at exhibits and events at WOSU@COSI and elsewhere;
- Signs and logos incorporated into neighborhood storytelling events and screenings;
- Acknowledgment of gifts in related printed materials produced by WOSU; and
- Acknowledgment of gifts in AirFare, our print magazine and FYI, our e-newsletter.

The Columbus bicentennial is a once-in-a-lifetime event. The impact, however, of *Columbus Neighborhoods* will extend far into the future as it is broadcast repeatedly on television, stimulates discussion and dialogue on a dynamic website, is incorporated into lessons taught by hundreds of Ohio teachers, and is purchased and viewed in countless homes as a reminder of the city's greatest celebration.



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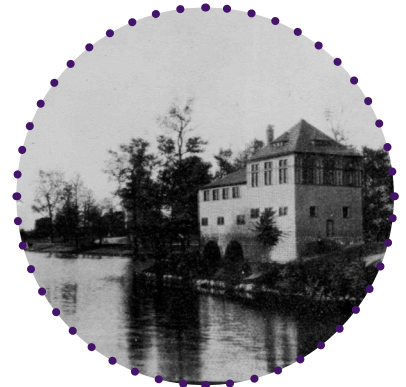
Funding Levels

Capital Sponsor: \$200,000

3 available

Capital Sponsor package to include:

- Full 15-second underwriting credits during the open and close of each of the six documentaries;
- Each program to air on WOSU TV in prime time with repeated broadcasts as scheduled;
- Inclusion on accompanying web site including logo recognition, landing page, and link to sponsor's page;
- Name and logo recognition on all on-air promotional announcements on WOSU TV and Radio for the series and for each individual program;
- Prominently feature sponsor logo and/or name in all promotional materials including (but not limited to) direct mail pieces, print advertisements, newsletters, email communications, press releases, or in text where logos are not displayed as a "Capital Sponsor" of the program;
- Signage opportunities at all related program events to include neighborhood story-telling days and premieres;
- Logo and/or name recognition on all after-market products including (but not limited to) program DVDs;
- Logo and/or name recognition on related exhibits at WOSU@COSI;
- Inclusion in all WOSU Public Media educational outreach efforts associated with the series including in-school presentations and curricular materials; and
- Capital Sponsors will have the right of first refusal beyond the original scope of the project when extended to other Columbus neighborhoods.



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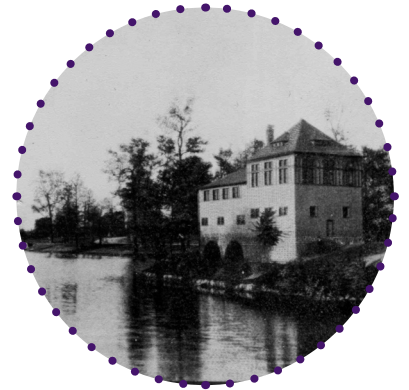
Funding Levels

Hometown Sponsor: \$60,000

5 available

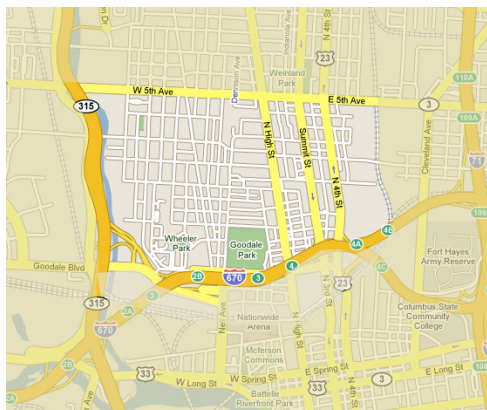
Hometown Sponsor package to include:

- Name and logo announcement during the open and close of each of the six documentaries;
- Each program to air on WOSU TV in prime time with repeated broadcasts as scheduled;
- Inclusion on accompanying web site including logo recognition and link to sponsor's page;
- Name and/or logo recognition in select promotional materials including (but not limited to) direct mail pieces, print advertisements, newsletters, email communications, press releases, or in text where logos are not displayed as a "Hometown Sponsor" of the program;
- Signage opportunities at all related program events to include neighborhood story telling days and premieres;
- Name recognition on all after-market products including (but not limited to) program DVDs; and
- Name and/or logo recognition on related exhibits at WOSU@COSI.



Maps

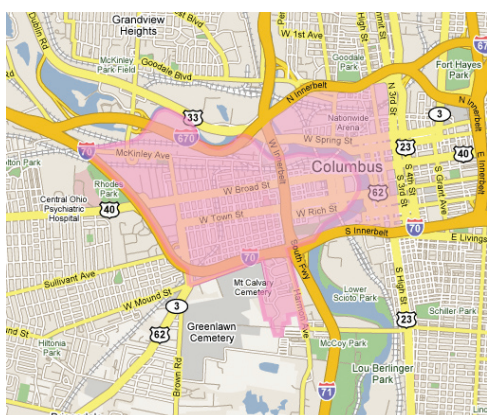
The Short North Arts District



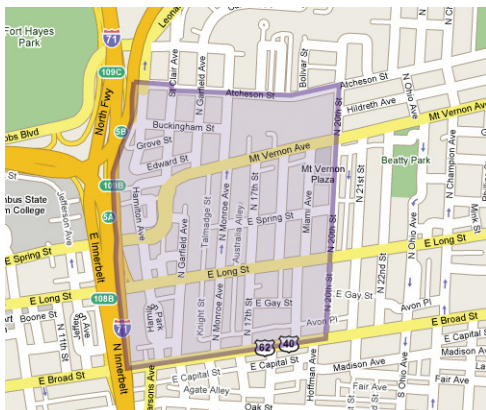
German Village



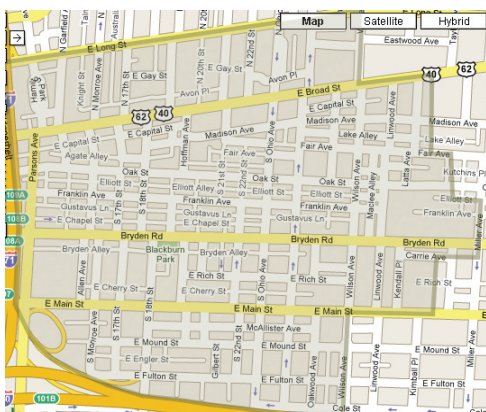
Downtown and Franklinton



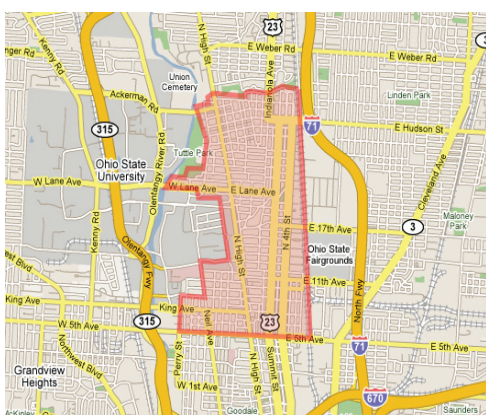
King-Lincoln



Old Towne East



University District



Stories

“Until the Short North became the Short North, there was no place in Columbus to do performance art.”

The Short North was key in helping people in Columbus feel good about supporting the arts.

When the Cap (the link between downtown and the Short North that runs over the freeway) went in, it moved the Short North from being an island away from downtown to actually bringing it to the downtown. You could walk from the convention center into the Short north without feeling that you were crossing some barrier, and it became much more exciting. We're now seeing suburbanites being much more comfortable living in an urban environment.

It's exciting. What's happening in Columbus right now really can be ascribed to the energy that was created in the Short North.

—Ralph R., Columbus



“It's the true definition of neighborhood. Good streets. Good sidewalks. Colorful lifestyle. I know all of my neighbors, and my neighbors know all of their neighbors.

I've been here 26 years, and I love the things that go on here. There's been great encouragement from the founders of the neighborhood—the patriarchs and matriarchs—because it wasn't always such a nice place.

When you work hard and love your neighborhood, you're going to be rewarded with hard-working, loving neighbors.”

—Deb R., Columbus

Funding Levels

Neighborhood Sponsor Level 1: \$5,000 per episode

Up to six episodes

Neighborhood Sponsor Level 1 package to include:

- Name recognition in the funding credit roll at the end of each sponsored episode;
- Each program to air on WOSU TV in prime time with repeated broadcasts as scheduled;
- Name recognition on accompanying web site including link to sponsor's page;
- Name and/or logo recognition in select promotional materials or in text where logos are not displayed as a "Neighborhood Sponsor" of the program; and
- Invitation to attend premiere screenings for sponsored documentary.

Neighborhood Sponsor Level 2: \$1,000 per episode

Up to six episodes

Neighborhood Sponsor Level 2 package to include:

- Name recognition in the funding credit roll at the end of each sponsored episode;
- Each program to air on WOSU TV in prime time with repeated broadcasts as scheduled;
- Name recognition on accompanying web site including link to sponsor's page;
- Name and/or logo recognition in select promotional materials or in text where logos are not displayed as a "Neighborhood Sponsor" of the program; and
- Invitation to attend premiere screenings for sponsored documentary.

