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**VETERANS SUICIDE PREVENTION CHANNEL  
TELEVISION BROADCAST & PRODUCTION STUDIOS**



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# THE VETERANS SUICIDE PREVENTION CHANNEL (VSPCHANNEL)

A NONPROFIT 501 (3) (C), CHARITABLE ORGANIZATION

## Preliminary VSPChannel Project Proposal

Prepared for: General Presentation

Prepared by: Glenn Towery, Chairman & Founder

October 21, 2015

Proposal number: 1

### EXECUTIVE SUMMARY

#### Objective

To secure a location and raise funds to build a home for the Veterans Suicide Prevention Channel (VSPChannel).

#### Goals

To raise adequate funds to purchase land and build America's first state of the art national broadcasting and production studios for veterans of the United States military, their family members and the Veterans Service Organizations that support them in central, Texas. This channel will be used to uplift veterans, inform them of what is available, refer them to sources of services, to entertain them and to promote healing from PTSD, depression, anxiety, TBI and other physical, emotional and mental problems affecting our nations veterans, their family members and friends. Our channel will also provide a mass media outlet for national and local veterans service organizations to reach our veterans with the goods and services that they provide.

#### Solution

We will purchase a 3 1/2 to 4-acre lot and build a state of the art television/film and broadcast studio and continue to research and produce shows that serve our described audience 24 hours a day, 7 days a week, nonstop.

#### Project Outline

Why the need for a Veterans Suicide Prevention Channel Broadcast/Production Studio?

At present, a national television channel for Veterans in America does not exist. Many of our nation's veterans do not seek the help and services they need from the Veterans Administration. The VSPChannel can and will have a great and positive impact by providing to veterans in the comfort of their homes programming, designed specifically for veterans, that will promote mental and emotional healing and well-being, in addition to providing invaluable service and resource information to improve the lives of veterans and their family members. The VSPChannel will also create media access for other VSOs.

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## VETERANS SUICIDE PREVENTION CHANNEL, INC. (VSPCHANNEL, INC.)

To make the VSPChannel a success, the following components of the proposed structure and breakdown of studio spaces and departments required for successful functioning of our broadcast/production studio are as follows:

Production Offices

Pre-Production

Post-Production

Broadcast Capability

- Architectural designs for the studio. (Yet to be determined)
- Soliciting funds for the entire operation  
(SEE BELOW)
- Projected amount needed to be raised  
(SEE BELOW.)



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## BUDGET

### Budget for the costs of this undertaking.

The budgetary requirements to achieve the building of the VSPChannel Television Broadcast studios are speculative at this time. It will be solidly determined by factors such as:

1. The location we choose for the building of the new Production/Broadcast studio.
2. The acreage needed and the cost of that land for the site of the VSPChannel broadcast/production facility.
3. The design of the structure that will accommodate our operations, and the costs associated with building it.
4. The cost for equipment needed for pre-production, production, and post-production departments needed to produce effective and entertaining shows that promote well-being, conveys healing messages to veterans, and provides information and referral services to veterans offered by veteran service organizations.

**THE FIGURES BELOW ARE ESTIMATES BASED ON ASSUMED SPECULATION AND SHOULD NOT BE CONSIDERED A FINAL BUDGETARY FIGURE.**

BUILDING BUDGETARY ITEMS	Quantity	Unit Price	Cost
Purchase of land	5 to 10 acres	\$30,000 per acre	\$ 300,000
Design and Construction of Facility	1x 25,000 square feet	\$1,000,000 per X 11 structures	\$ 11,000,000
Office, Pre-Production, Production and Post Production Equipment	To be determined	To be determined	\$5,000,000 Estimate

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BUILDING BUDGETARY ITEMS	Quantity	Unit Price	Cost
Satellite & Other Broadcast Equipment	To be determined	To be determined	\$3,000,000
<b>TOTAL</b>	<b>N/A</b>	<b>N/A</b>	<b>\$19,300,000</b>
<b>20 % Budget Contingency</b>			<b>\$3,860,000</b>
<b>Grand Total of all Building Costs</b>			<b>\$23,160,000</b>

## SOLICITING FUNDS FROM PUBLIC INSTITUTIONS

The VSPChannel will solicit funds from well-established philanthropic sources and foundations as well as designated specific government agencies created to work towards the benefit of veterans healthcare. We will also engage in Crowd Fundraising Campaigns, and special fundraising promotions designed to raise capital and awareness of our efforts to end Veteran Suicide through the creation of a viable production and broadcast facility to promote wellness for America's veterans and their family members. We will emphasize their welfare continually during our operation of this fully functional modern facility.

## SPONSORSHIP DONATIONS PLAN

As a channel, we also have the ability to solicit moneys from corporations with advertisement needs. Because we are a nonprofit organization with a 501 (c) (3), advertisers on our channel may write off their costs as a donation of goods and services to our efforts to build this channel. We will actively seek to offset costs in our budget by seeking donations of materials, goods and services needed to create and build a fully functional broadcast production studio. Sponsors will be honored through advertisement on the VSPChannel and website. Our channel sponsors will be handled differently than they presently are on other established commercial television networks and channels.

The VSPChannel accepts corporate advertisement as a donation for the channel and the promotion for that corporation. Corporate advertisements will be created with the understanding that the advertisement of a local or national veterans service organization (VSO) will be sponsored. In this manner, both the corporate advertisers products and the services provided by an established veterans

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**service organization are both highlighted and appreciated in the advertisement. Corporations can choose the organization that they want to support in their advertisement or VSPChannel can select a VSO for them. In this instance, the advertisements are considered a donation and can be written off as such under the Veterans Suicide Prevention Channels 501 (c) (3).**

## **WHERE DO WE INTEND TO BUILD?**

The state of Texas has the second largest population of veterans in America. It is estimated that nearly 2 million veterans have made Texas their home. Texas has the largest amount of Veterans Service Organizations estimated at between 10 and 15,000 veterans organizations in the state.

Texas also has a thriving film and television industry in central Texas. Austin and it's surrounding communities may soon rival Hollywood in terms of film and production companies. These cities may soon include Pflugerville, Round Rock, Cedar Park, Georgetown and Leander. Even San Antonio, Texas is experiencing more growth as regards television and film production.

The VSPChannel presently desires to build its new state of the art facility in the surrounding neighborhoods of Round Rock, Cedar Park, or near the 130 expressway route adjacent to these communities. One of the principle reasons is that property prices in these areas are still considerably lower and would nestle our studio in good proximity to the city of Austin, Texas, where many supplies goods and services essential to the successful operation of a channel, production studio and broadcast site are readily available and somewhat in abundance. An actual site has not yet been located, but we have a preference for the 183A Highway corridor where nearly 25 new communities are presently being planned and a vast Veterans Service Organization site may soon be constructed.

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## **THE BENEFITS OF BUILDING THE VETERANS SUICIDE PREVENTION CHANNEL?**

The idea for creating a national broadcast television channel in America is to combat veteran and military suicides and to provide shows promoting well-being. It is a new and innovative approach to suicide prevention. The creation of a national wellness channel that promotes wellness to veterans and their family members is long over due. We can provide a n outlet for veterans who in many instances will not go to the Department of Veterans Affairs to seek treatment for many of the problems and injuries they face once they return home to civilian life. For those veterans, who have a sudden departure from military culture and the support that it had provided them the channel can also act as an instrument that helps to ease them through that transition. It will address some of the everyday concerns and issues that transitioning military personnel face when returning to civilian life and give them a place to come from answers, information, referral and even therapy for those problems that may persist after serving our nation in uniform. The channel can supply this veterans online in the privacy of their own homes. They wont have to go anywhere to receive certain services and it will be available to them 24 hours a day, seven days a week at \$0 cost.

What we do know is that America has a love affair with television that seems to be here to stay in one form or another. Internet broadcast is beginning to have an impact on television viewership but television, by far, still today is the basic form of viewed information and entertainment in the home. (Use the link below to view statistics)

**<http://www.statista.com/statistics/186833/average-television-use-per-person-in-the-us-since-2002/>**

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*(The statistic above presents data on the daily time spent watching TV per capita in the United States from 2010 to 2014 and offers a forecast for the period 2015 to 2017. An average US consumer spent 325.5 minutes (5h 25.5min) daily with TV in 2010.)*

Television and the internet are the most common forms of daily entertainment and source of news and information today. The VSPchannel is innovative because we believe that we can use televised programming and shows to **promote wellness** in our nation's veterans and to provide useful information and referral to services for them and their family members.

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## **Breakdown of studio spaces and departments required for successful functioning of our broadcast/production studio.**

### **1. EXTERIORS OF THE PROPOSED SOUND STAGES**



The exteriors of the proposed VSPChannel production/broadcast structures should be made of steel much like a rather large airplane hanger or warehouse. It should be constructed soundly and have tight fitting corners and edges to eliminate exterior noise during productions.

There needs to be ample parking for VSPChannel personnel, studio audiences and visitors to the facility. The VSPChannel studio will also require large loading bay doors in strategic areas on at least two sides of the facility for the sound stages that may have need of set construction and for delivery and pick up of equipment and other items essential to productions.

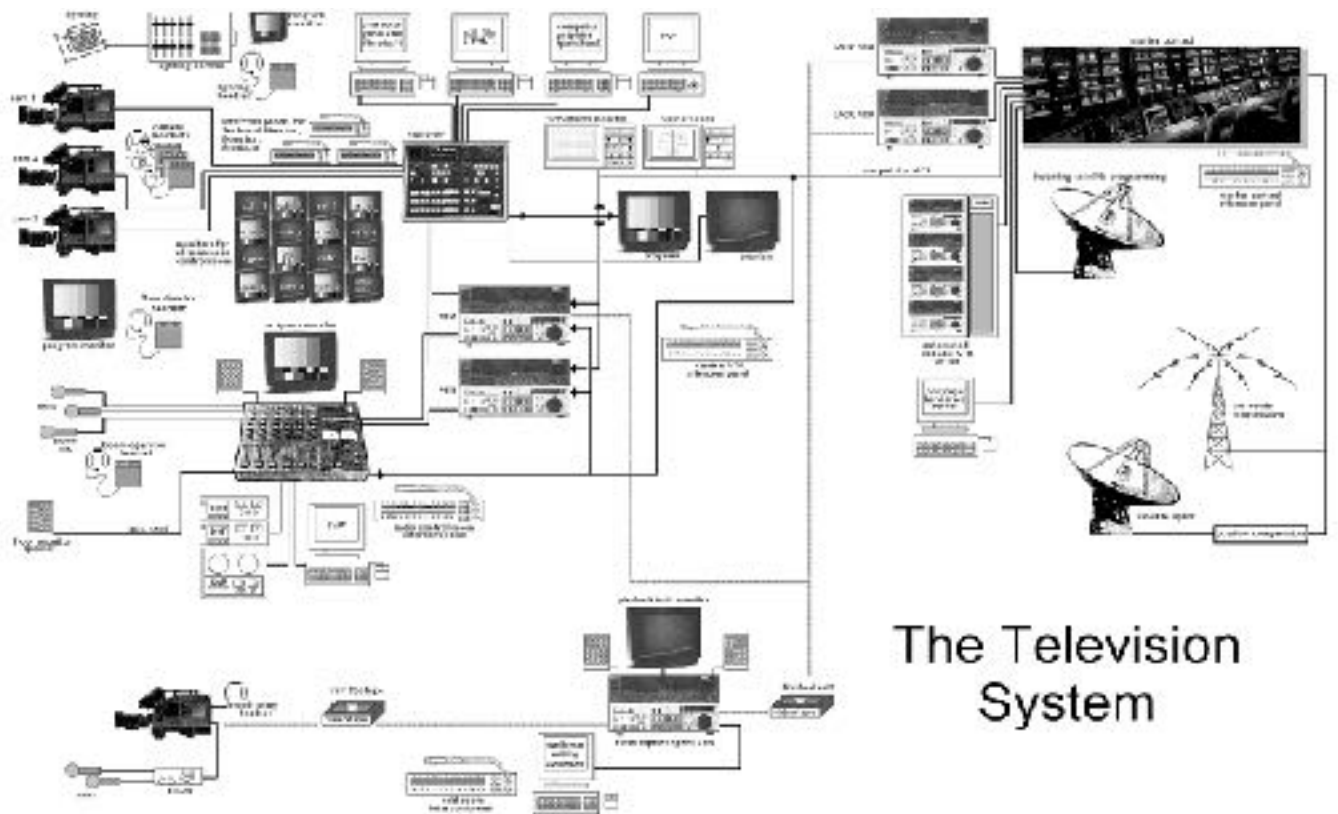
The building should have a rectangular shape and have easy access roads to each area of the facility.

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## BROADCAST CAPABILITIES

Still to be determined. The facility should also have room for a large broadcast antenna or/and satellite dishes sufficient to uplink and broadcast its shows throughout America.



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## **PRODUCTION SOUND STAGES (VSPChannel)**

### **INTERIOR OF THE FACILITY**

A sound stage is an enclosed area where a production can build sets and film on them. They range from sets that look as though they are exterior locations although they are inside, to sets that are designed as interiors for shows, programs, and or films.

In common usage, a sound stage is a soundproof, hangar-like structure, building, or room, used for the production of theatrical filmmaking and television productions, usually located on a secured movie or television studio property.

The VSPChannel would like to have at least five or more video/film sound stages of various sizes and functions:

- (1.) Green Screen Sound Stages** for “Special EFX”,
- (2.) Large Production Stages**, (For Film. PSA’s, Commercials and Dramatic or comedy series)
- (3.) Audience Participation Stages** (game shows, Late Night Comedy, etc.)
- (4.) News Sound Stage.**
- (5.) Audio Recording Sound Stages** (For music and songs and dialogue replacement or productions).

The sound stages themselves are a potential source of continuous revenue. Having five or more sound stages affords the VSPChannel the opportunity to generate revenue at the same time we are producing our own shows. We believe that we can rent out whatever studios that are not in use to existing production companies in nearby Austin, Texas. Because our sound stages will be cutting edge and state of the art, there should be a vigorous market for their rental from film companies throughout America.

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## 1. Green Screens:

The VSPChannel sound stages will be used primarily for special EFX in productions as they can film actors on a sound stage then add digital locations, animation, graphics and other visuals during the post-production phase in our studios.



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## 2. Large Production Stages:

We would like to have two large production stages that could easily combine into one after a soundproof partition is removed. This is really a cutting edge innovative technology we are seeking because, normally, sound stages are in individual buildings, so that multiple productions being shot at the same time can ensure no sound transference from one sound stages production to another.



There should be a suitable lighting grid built in for these sound stages so that productions can hang and focus lighting for their productions in the most effective and creative ways. We should also possess **our own outside generator** for production of electricity as Sound Stages can, at times, use an enormous amount of electrical energy for lights and other equipment essential to the completion of the production.



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### 3. Audience Participation Sound Stage:

Audience Participation Shows allow people to feel a closer relationship to the subjects and the hosts who star in them. They are usually essential to presenting guests that are knowledgeable about topics that are very important to the viewers for which they were intended. Veterans do not have many, if any, shows like these at all.

We will produce audience participation shows and broadcast them on issues and subject matters important to veterans and their family members and broadcast them at regularly scheduled times. Also, there will be entertainment shows like game shows or “Veteran’s Exude Talent” showcases to entertain veterans and their family members and friends.





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## 4. News Sound Stage (Studio)

A one-of-a-kind Veterans News Show will cover issues specific to our nation's veterans that impact their lives. VSPChannel is dedicated to developing a professional news staff and team that will review and report news to veterans and their family members on a daily basis. We will explore issues and treatments. We will also interview organizations and detail new treatments for conditions affecting veterans. Our news channel will also be a great source of referral for problems affecting veterans and their family members and we will highlight veterans that are finding success. We will be America's first and only news broadcast dedicated to veterans, their family members and veterans service organizations that attend to veteran's needs.



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## 5. Audio Recording Studio & ADR

There is an important need for clean sound in every production that we do. All of our productions will require musical scores and suitable theme music will be needed for all of our shows. Audio Dialogue Replacement (ADR) may be required where actors must come in and re-record dialogue from a scene during productions. Animations must have sound recorded separately. For these reasons, it is very important to have a state of the art recording studio with ADR capabilities.



**ALL OF OUR STUDIOS ARE A SOURCE OF REVENUE  
WHEN THEY ARE NOT BEING USED BY THE VSPChannel.**

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## OUR CONCEPT OF OPERATION

**There is a need to house all aspects for pre-production, production and post- production services under one roof. They will all be housed and configured to operate at this one facility. When we are not utilizing these aspects of our operation, they will be made available for a fee to other production companies in order to create additional revenue streams to the VSPChannel.**

**PSAs for qualified VSOs, under certain budgetary guidelines and conditions, will be produced for free.**

## PRE-PRODUCTION DEPARTMENT and STUDIO OFFICES

**The VSPChannel** requires offices and space for our operation in order to oversee the daily operation of the VSPChannel. Our staff will have several offices at the facility and will maintain the daily business of the facility such as maintenance and groundskeeping, facility rental, assignment and the selection of shows that will be produced and broadcast over our VSPChannel.

**Pre-production Services** concerns itself with the planning phases for all productions. These departments will concentrate on the specific aspect of each project in advance of the actual production. Departments include Set-Design, Costume Design, Special EFX, Transportation, Food Service, Audience Development and other incidental services needed to make a production fully ready to proceed on the date scheduled for the actual shooting start. These departments will have offices at our facility and will be available to all of our productions.

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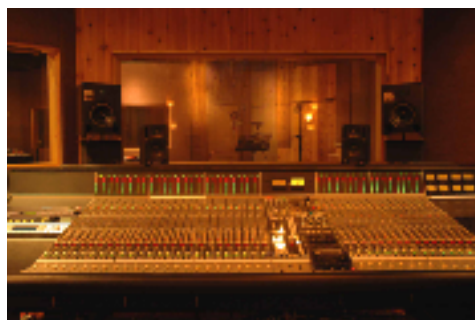
## POST-PRODUCTION DEPARTMENTS

**Post-Production Services** will also be housed on site at the VSPChannel facility. These services will also be available as a source of revenue by being able to rent a bay and a VSPChannel technician.

**Editing** falls under the supervision of the Post-Production department. Here, all projects will be assigned an editor who will work with the director and producers to complete a final edited project in this space.



**Post-Production Sound** falls under the supervision of this department. Special EFX sounds will be added and the overall sound of the project will be perfected and made ready for broadcast within existing broadcast standards. ADR will be done as needed and stringent sound quality controls will be implemented in this space.



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**POST-PRODUCTION MUSIC** falls under the supervision of this department. Scores and theme songs for shows and programs will be recorded and added to projects under the supervision of the directors and producers of the shows that are sent to this phase of the project.



**ANIMATION & GRAPHICS/SPECIAL EFX** falls under the supervision of the Post-Production Department. We will provide an onsite animation team as well as a graphic/special EFX team. They will work on VSPChannel projects when needed and also will be a source of revenue because the services of our bays and personnel can be acquired by other production companies when available.

**In closing, this preliminary proposal is about our vision for a new production/ broadcast facility that we want to build here in central Texas. It describes the property that we would like to acquire to build this facility and why. We have estimated the amount of land we believe that will be needed and the departments that will be housed under the structure that we want to build and how they operate.**

**This site and structure is intended to house a complete production unit capable of performing every aspect of production needed within the walls of one structure, and broadcast those completed productions throughout the world to America's veterans and their family members.**

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**For further information on how you can help with this historic project, contact the VSPChannel using the information below:**

**Glenn R Towery, Founder & Chairman**

**Veterans Suicide Prevention Channel**

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