

May 9, 2006

Brian Israel  
River North Residents Association

Dear Mr. Israel,

I am sending this letter based on our brief telephone conversation about the possibility of BET coming to [REDACTED] for our College Hill: Interns programming location. I hope that the following synopsis will serve as a description of what our show is and what we plan to do.

BET and Edmonds Entertainment are proud to announce a new series titled College Hill: Interns, where we will be documenting the collegiate experience, thru the College summer Internship.

Similar to the Apprentice, College Hill Interns is an innovative, ground breaking docu-series for BET that captures the essence of a select group of multicultural students from different parts of the United States all vying to win scholarships thru challenges, all to further their education while helping the Chicago communities that are most in need.

The focus of the *Interns* series will delve into the interpersonal and business dynamics of eight college students living and learning in Chicago and most importantly working at their new and exciting summer job for a major corporation.

Eight students have been carefully selected and will have the opportunity to Intern for two of Chicago's best known corporations, **McDonalds and Toyota**. These students will have the chance to affect change thru these sponsors varied businesses and charities.

Each student will have the chance to get the corporate experience through McDonalds and Toyota's marketing, new business opportunities, as well as their publicity/corporate communications, event planning, community outreach & special projects. Our focus with this series is Education, Employment, and Entrepreneurship.

We were very excited when The Illinois film commission reached out to BET personally inviting us shoot in the great city of Chicago, and the College Hill Interns concept fit right in.

We look forward to showcasing the amazing city of Chicago during our 35 day shoot schedule. In previous years BET has successfully shot in Louisiana, Oklahoma, Virginia, and the U.S. Virgin Islands In fact, last year our College Hill production brought over \$1.5 million to the Virgin Island economy via hiring local crew, shopping, location rentals, hotels, ground transportation, etc.

We know how important it is to get the support from the community and that is why we reached out to the film commission unprompted and without hesitation. In the following paragraphs we will detail our process.

Our filming plan is broken down into (3) segments: pre-production, production, and wrap. Each of the three segments would differ in the amount of low impact activity taking place in/around 433 W. Superior.

#### PRE-PRODUCTION

I liken our pre-production phase to a new homeowner moving in. We will be bringing in furniture, building furniture, painting, hanging light fixtures inside and outside, getting our electricity turned on, etc. Our days are 10-12 hours per day starting at approx 8 a.m. and ending at 7 p.m. There are no trucks parked longer than a couple hours (to do drop offs of furniture, lighting or camera

gear). We plan to have several cargo and mini vans which will be parked in a convenient lot near our house.

#### PRODUCTION

After our (4) weeks of pre-production we move into our production phase. Over two days we take a couple hours to showcase the exterior shots of the house and neighborhood for viewer perspective.

Day 1 consists of aerial shots of the house and neighborhood for approx 1 hour mid day while home owners are at work, and perhaps and 1 hour in the evening.

Day 2 consists of filming the house in the mid morning, afternoon, and then evening. These shots will be the only time during the production where the neighborhood will even know we exist.

The rest of our production we are confined to the house as "a fly on the wall" to our cast of eight. Our entire activity takes place inside the confines of the house and terrace spaces 24 hours a day, 7 days a week with ENG style hand held cameras (news coverage style). ENG shooting involves a small crew with a single camera and mostly hand-held equipment. This type of shooting allows us to roam around and be unobtrusive and invisible to both our cast and our neighbors. There will be a time or two when the cast will want to have a small event at the house. These are pre-arranged events that we make all neighbors and the police department aware of. If there is ever a chance there is activity in the house, we make everyone aware IN ADVANCE.

#### WRAP OUT

Our last phase of production is wrap out and that is similar to moving out of your new home. We go back to our 10-12 hour day. This is probably our past neighbors favorite time as they get the opportunity to purchase our furniture and wares at bottom line rates for our Yard Sale.

We specifically chose [REDACTED] due to the lack of neighbors and the empty lot to the side of the house. In no way would anyone across the street from us or several houses down EVER be affected by our presence. In order for our show to be effective the crew has to be as unobtrusive as they follow the cast in/around Chicago. We pride ourselves on being invisible to all involved.

#### PROS

In the past we have had neighborhoods that have been really supportive of our presence. College Hill prides itself on wanting the community on our side; and in return there are lots of pros to having us in your community. As previously mentioned, last year in the US Virgin Islands we single handedly brought over \$1.5 million dollars directly to the local vendors and community. This boost to the economy came in the form of labor, local hardware stores, restaurants, grocery stores, clothing stores, location rentals, transportation, etc.

We hope that we can work together, and we are open to the suggestions the community may have to make this a great experience for all.

We realize some other local Chicago neighborhoods have had trying experiences with other reality programming from other networks without prior approval from the neighborhood associations, and that is why BET looks forward to having a dialogue with the community. Additionally, we are a smaller production than what the other networks probably brought to your neighborhoods.

BET will offer a unique perspective and positively showcase of the neighborhood and city of Chicago we are very excited about bringing out cast to the historical parts of the city and actively getting them involved in the various communities (via charity work, etc.).

Feedback from past neighbors upon our departure has been impressive. The resounding comments are always they never knew we were even filming a show. We've never divulged our shooting location nor has any fan every found us to cause a disruption. Additionally, we've never had unhappy neighbors or any complaints. Again, we are very self-contained in the location, as opposed to feature film companies which tend to bring in numerous trucks and personnel.

I look forward to meeting you this Thursday, and speaking with members of the community.

Feel free to share this letter with anyone you deem necessary to have it and also feel free to call me with any questions or concerns. I appreciate your time and look forward to your response; I can be reached at 646.337.6045.

It was a pleasure to speak with you and we are very excited about trying to make this work for both BET and your community.

Sincerely,

Tiffany Williams  
Line Producer, BET Networks

cc: Shirley Salomon, Director of Production for Development  
Robyn Lattaker-Johnson, VP, Development and Original Programming  
Sean Rankine, Executive Producer, College Hill