

THE INCREDIBLE TRUE STORY

# A TRAIN NEAR MAGDEBURG

AN INSPIRING STORY OF MANKIND AT ITS WORST, AND BEST.





# THE STORY THAT NEEDS TO BE TOLD

An April morning, 1945, deep in the heart of Nazi Germany  
The U.S. 30th Infantry Division and the 743rd Tank Battalion  
2,500 Jews on a train to extermination...  
Saved at the very last moment.

For a half century, an amazing story untold...  
Hidden away in a shoe box in an old soldier's closet

This is the incredible story of liberation...  
And of the reuniting of the persecuted & their liberators.

*"People say it cannot happen here in this country;  
yes, it can happen here. I was 21 years old.  
I was there to see it happen." - Luca Furnari, US Army*





# DISTRIBUTION: BROADCAST AND ONLINE PLATFORMS

- Pre-approved for 330+ PBS television stations nationwide (2-year term)
- PBS is the most trusted TV station for 16 straight years
  - #6 in viewership for all broadcast and cable networks
  - Monthly Reach: 120+ million via TV and 30 million via online
  - 86% of US TV households tune in to PBS (~230+ million people yearly)
  - 95% of US households can stream content (done 255 million times per month)
- Additional distribution on Amazon Prime Video, iTunes & PBS Home Video





# SUCCESS OF EMMY AWARD-WINNING DOCUMENTARY: "SEARCHING FOR AUGUSTA"

- Shown 614 times for 59.03% market penetration

DEMOGRAPHIC INFO FOR SEARCHING FOR AUGUSTA*			
DEMO GROUP	MEN	WOMEN	# OF PEOPLE
Youth 17 & Under			33.5 million
Adults 18-34	17,233,260	17,247,536	34.5 million
Adults 35-49	15,638,122	16,296,367	31.9 million
Adults 50+	30,414,082	34,721,299	65.1 million
<b>TOTAL PEOPLE REACHED</b>			<b>165 million</b>

\* Nielsen measurement for 33-month period 11/1/16-7/24/19



# PRODUCTION TEAM



## MIKE EDWARDS

- 13-time EMMY award-winning director
- Founder of The 5 Stones Group (Columbus, Ohio - 2002), a 16-time EMMY award-winning film, television and video production company
- Team's first historical documentary, "Searching For Augusta" won an EMMY in 2015



## MATTHEW ROZELL

- Internationally featured and respected author, speaker and history teacher
- 2016 recipient of the New York State Teaching Award for Distinguished Contributions to Teaching the Holocaust and Human Rights
- Wrote "A Train Near Magdeburg" and "The Things Our Fathers Saw", a best-selling WWII oral history series

## THE AUGUSTA CHIWY FOUNDATION

- Non-profit formed in 2015 to support Mike Edwards' desire to create films and educational curriculum that focuses on:



1. Revealing inspirations examples of person courage and leadership.
2. Inspiring cultural harmony through positive individual actions.
3. Preserving stories of individuals who actions affected the outcome of historic events



# PROJECT FUNDING AND CORPORATE SPONSORSHIP

## BUDGET

\$750,000 - covers all expenses, from start to broadcasting

## SPONSOR BENEFITS

### **SPECIAL RELATIONSHIP WITH THE AUDIENCE**

PBS is the #1 trusted network in the United States for the 16th year in a row.

### **UNINTERRUPTED, UNCLUTTERED ENVIRONMENT**

Sponsors stand out in just two 60-second category-exclusive sponsor pods and provides the viewer with an uninterrupted viewing experience.

### **HIGHER AD ENGAGEMENT**

Viewers are more likely to pay attention to sponsor messages on PBS.

### **IMPROVED BRAND PERCEPTION**

The Public Television "Halo" effect: Viewers believe PBS sponsors have a greater commitment to quality and excellence.

### **TURNING MORE VIEWERS INTO BUYERS**

Viewers prefer to buy from brands that sponsor on PBS.

### **STAND OUT FROM COMMERCIAL CLUTTER**

Programming has fewer spots than any other network.



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