



“Game Time: Tackling the Past”

Press Conference Transcript

(Held via Gotham Conference Teleconference: 08/23/2011 at 2pm ET for 60 minutes)

Moderator: Hi everyone, thank you so much for your patience and joining us on the call today. We're so grateful to have you all joining us as you have over a number of calls over the past few months. We know there are some new people joining us. We have had quite a great response for this call today so we're happy to see all the new people joining in as well. As you know from the invitation and from the set up for this call we are on with the Family Movie Night team who is releasing the eighth movie in the Procter & Gamble / Wal-Mart Family Movie Night Initiative. It's called Game Time: Tackling the Past. We hope that you will tune in with your family to watch on Saturday, September 3rd at 8/7 Central on NBC.

As you all know, we are so pleased that NBC continues to do these movies and in a couple of the blogger outreaches that it even happened this week, people have said they've loved every movie but this movie is even their most favorite by far they're really excited about it. It has an amazing cast, it's a really exciting movie that Brian Wells will be telling us about. I know you all have heard from Brian on some of these other calls. He's joining us today again, we're so happy to have him as the Chief Creative Officer from Flyover Studios. We also have Ben Simon who is the director of brand marketing at Wal-Mart and we're so pleased to have a special guest, Catherine Hicks who plays the role of Anna Walker in the movie. You all know her, she's most recognized for her 11 year run as Annie Camden on the hit show 7th Heaven. She's starred in many other things and other memorable roles on film and television so she'll be sharing a little bit with us about her role in the movie and her participation in it, so we're grateful that she's joined us to talk about this specific project today.

Many of you have already sent in questions for the call so thank you for those, we're grateful that you already started doing that. As usual on these calls if you've already been on them, you know how this works and if you're new to it, we have a special e-mail address that's setup. It's gametime@gothamconference.com, and at any point during this call you can e-mail us questions to any of the participants including Ben Simon, Brian Wells, or Catherine Hicks and we will ask that question on this call. Normally what we do is we end these calls precisely and very promptly at the one-hour mark just so we're respectful of your time and of the fact that you joined us (dog barking in background) and took time out of your day so we're really grateful for that today and we actually have another guest that's joined us today too.

Catherine Hicks: Molly, my dog. (barking) Molly stop it; Sorry.

Moderator: You can ask Molly a question too at any time you want; she's available (laughing). So what we wanted to do is just make sure that you all were very aware of as we've done before. You can get resources for "Game Time: Tackling the Past" for this coming September 3rd airing at <http://pressvillage.com/gametimetacklingthepast> or at <http://familymovienight.com>. So again your resources for your press materials are at <http://pressvillage.com/gametimetacklingthepast> or at <http://familymovienight.com>. We wanted to just start off this call giving you some great news and some great information about the last airing. Those of you who were on the last call about "Who is Simon Miller?", We have great news to report to you that it was actually before this aired we did this call we had asked you all just like we'll ask you on this call to post the trailers, to help get word out, to run coverage on this movie. Because of your efforts and because of what you all helped us in a great way to do, the last movie that aired on Saturday, August 6th also on NBC, "Who is Simon Miller?" was #1 in its time slot. It was the highest-rated show on Saturday evening. Between the 8-10 Eastern timeslot it had 3.1 million viewers. And actually one of the things that we found most interesting from the research done on that was that the Family Movie Night, "Who is Simon Miller?" on NBC had 28% more viewers in that timeslot than the airing of "Harry Potter and the Deathly Hallows" which aired in that same time on ABC.

So a lot of you who are helping with this initiative, helping get great family television out there, we just wanted to applaud you and thank you for all your work and efforts because it really is making a difference and that's what we do these calls; that's why we all work on these films and to be honest that's why Front Porch Entertainment was created and Wal-Mart and Procter & Gamble get behind these and NBC has chosen to air them. So they tend getting more successful. And so I wanted to give you all a quick overview those of you who have not been on our calls or don't know much about the initiative you're going to hear some great vision and great information from Brian and Ben. I also just wanted to give you a quick overview about the Wal-Mart / Procter & Gamble Family Movie Night and it's an endeavor that launched in April of 2010, and it actually was launched in direct response to research that revealed that parents across America are seeking more family-oriented entertainment to enjoy together.

Wal-Mart / Procter & Gamble really jumped on this bandwagon and these two companies were the first and really the only at this point who have responded in such a way to just address public concerns and the news we just gave you about the last airing of "Who is Simon Miller?" shows that it's really making a difference. These shows all deliver great stories with realistic characters so families can identify with them but they all have strong, positive family depictions, messages, lessons to be learned and the entire

two-hour time block is actually all dedicated to families. Whether it's the ads, the promos, and the content of the films. So, as I mentioned at the opening of the call, since 2010 there's, this is the 8th show that will be airing in this series and so we are just grateful everyone of them has received a high rated viewership at least in the top four of its timeslot for that night. So we're asking you to join with us and help us make "Game Time: Tackling the Past" one of the most successful ever as a follow-up to these as well.

I'm going to go ahead and get started having us hear from our participants here that are in the call with us but I wanted also to just quickly before I move into that to let you know that that these calls, the purpose of them what we're looking to do is ask of you that you will, take the trailers that you can find on our press village; Post the video and trailers on your website, air clips on, whether it's a TV or radio show as always on this call, we'll have the podcast and the written transcript available for you within the next probably about two days here so we'll let all of you know I know are in touch with all of you by e-mail. We'll let you all know when the materials are available and we ask you if you want to do interviews you know how to reach us to interview any of the cast and crew, and we actually just ask you to encourage your audience to support Family Movie Night, to keep family entertainment live on primetime TV. Provide the air date, let them know when it is you know a lot of the details that you hear on this call is going to be really rich information for you to use to do that in a really unique way. As I'd mentioned, since Brian Wells is with us. He is going to share with us a little bit of an overview, he's really involved in the creative end and actually oversees all the creative development for FlyOver Studios which is the company that Wal-Mart / Procter & Gamble are working through to deliver these films to you. So Brian if you would be willing to share with us your part behind this, where really came from, what your whole vision is for family movie night, and then also in that explanation to us a quick description of the new film "Game Time: Tackling the Past" and how that really plays into the whole initiative that you have through the family movie night films.

Brian Wells: Sure, Sure. Well first of all just thanks everybody for being on the call. I think in the last three years that we've been intensely working on this one of the most encouraging things has been to continually finding other people that are in the industry, whether they're in the entertainment industry, they're in media, they're writing blogs, they connect with families, whatever it is all over the place we continually are finding people that are passionate about this kind of thing that you should not have to sacrifice quality entertainment just to get, you know, content for your families. You enjoy watching but also have kind of healthy messages that you're wanting to build your family so always cool when I hear the number of people that are joining these kind of calls so thank you for every single one of you.

As we've talked before, Lesley mentioned the research that's behind this. This family movie night initiative is built on really solid marketplace research. It certainly started by people who want to do good things, but it started from a foundation, of it's really, this particular good thing makes really smart business sense. And there's a lot of research that's been done that Procter & Gamble and Wal-Mart and other large corporations that were part of the Alliance for Family Entertainment have funded that basically say that there is a huge chunk of Americans, television viewers who basically have two kind of guides they use when they're making entertainment choices for themselves and for their families. Whether it's video games, it's theatrical movies, it's television shows, whatever. And what this research has shown is that certainly they all have this one guideline that I would call "great". They're just, they're just looking for great entertainment. You know the questions they ask is you know, "Is it well-written?" You know, if it's a drama, "I need to really care about these people". If it's an action-adventure, "It needs to keep me on the edge of my seat." If it's a comedy, then it needs to be funny and the humor needs to flow from what I know about these characters you know, not just, you know, kind of somebody slipping on a rug kind of stuff. And "What are the production values of it and what's the quality of the acting?" All of that together, no big surprise. Everybody's kind of got this guide they use that they would call the "great" guideline, "Is it Great entertainment?"

But what we found was that really flowed out of a lot of this research in the last five years, there's a huge chunk of American viewers who have a second guide they also use when they're making all these entertainment choices. They certainly have that "great" one, everybody wants great entertainment. But they also ask a second question of their entertainment choices and I might call that, if you call the first one "great", I would call the second one "good". And the question they kind of ask is "Does that entertainment, if it's great, that's awesome because there's not a lot of great entertainment that out there so that's really cool. But does achieve its greatness kind of by just preying on what's worse in the human condition, or does it may be achieve its greatness by maybe calling out what's best in us. Or we have teachers in this research say "Does that piece of entertainment achieve its greatness in a way that now makes my job harder as a teacher?" Or maybe in a way that makes my job easier is a teacher. And parent sells the same thing and what we've looked at, is within the land of broadcast television the number of options that are out there that are both "great" from a quality standpoint and "good" from message standpoint are shrinking less and less and less every year. And so we have a lot of parents tell us it's really hard for them to find any choice on network television that they feel is both great from a creative quality standpoint and good in that it's kind of content they feel is healthy for consumption of their families.

So what we set out to do and Wal-Mart and Proctor, their hearts being very much one of, their, their companies serve families, that's what they do. And when they see this unmet need the families have they say we want to be part of that not just because we're good people but because it makes good business sense for us to help meet family needs. So they got behind this and they said let's give family

movie night. Let's set the bar that we're going to create movies the whole family can watch together that are both "great" and "good". And so what we mean by that is we try to develop stories that are really engaging, fun, exciting stories that anybody would want to watch in a movie but then we try to embed in that story some timeless truth in it. Some kind of maybe question for discussion, or some kind of point that would be a place that parents would feel comfortable of that question being raised in their families. Or parents would feel comfortable of that attribute being brought up. So, you know, our very first one that we did back in April of 2010 it was this fun, action-adventure of the family that gets sucked in to this underground adventure and they discover Aztec treasure. That was kind of the fun roller coaster of it, but underneath of it this was a family that was really wrestling with some issues and they were struggling with this idea that going through a bad time they felt like they needed to run away from each other when in fact what families need to learn is that everybody goes through hard times but families need to run to each other not away.

That was kind of the timeless truth that was in the middle of this kind of exciting story and we do it in a way that doesn't feel like, you know, some sort of afterschool adventure or something like that. It's clearly the number one priority is the entertainment value of it but then secondly, we say, now we can do that and we can tell a story that has good parts to it you know as well. So we have that kind of timeless truth in each one, so the one we're talking about today is a really fun one. It's "Game Time: Tackling the Past", and it's a sports drama. And it's within the setting of a professional football player, Jake Walker. And he's somebody who from all outside appearances you would think that he has it all. But he gets kind of that phone call, that you get, that you kind of you know don't look forward to as you start to get a little bit older. He gets a phone call that his dad has had a heart attack. And what it forces him to do is return to his hometown, his small-town in North Carolina and while there visiting his dad who's going through these heart problems, he has to deal a lot with a lot of junk from his past. And it becomes really clear that along the way to becoming this guy who apparently has it all, Jake Walker's kind of made some choices that he's not too proud of now. And in the end he has to kind of make some things right with some family and friends in his hometown and he starts to realize that somewhere along the way he got a little fuzzy on the difference between looking like a good man, and actually being a good man and that's the journey that we see him on in the middle of the sports drama that involves not only his professional career but also the high school team in his hometown.

Moderator: Thank you Brian. And we'll talk a little bit more about the movie specifically; obviously some of the things that Catherine's going to share with us will speak to that as well. Again, the airing is Saturday, September 3rd at 8/7c on NBC and it's called "Game Time: Tackling the Past". And as I mentioned earlier we also have Ben Simon, Director of Brand Marketing at Wal-Mart who's handling so much of the concept of getting this out and handling the work between Wal-Mart and P&G and just the entire initiative of what happens after these movies are actually made. So, Ben would share with us about the partnership, what you all are doing, you know, as a company and how this entire commitment

from you all is actually creating a partnership that's very unique in Hollywood, and corporate America as well.

Ben Simon: Sure. I'd first like to say thank you to all the partners on the phone. It's a great privilege to have your support and without your support the results that we've seen for the last seven movies would not have been possible. So thank you, thank you very much for that. Wal-Mart and P&G are committed to really helping serve families. At Wal-Mart we're a company that's committed to not only helping our consumers not only save money but also to live better. And will we feel that meeting this unmet need that our consumers, families just like yours have identified around the need for more quality entertainment for the whole family can enjoy together. We feel that's part of our brand's purpose again, to save money and help our consumers live better. P&G is the same, is also purpose inspired brand that's committed to touching and improving lives of the consumers that they touch, and it's been a great partnership between Wal-Mart and P&G. We did a lot of research initially to look at the case for doing this and what we saw resoundingly was that there is a big unmet need and the need was only becoming more needful, more deep every year. As what we saw happening was our consumers saying "Programming is actually not getting better, and in some instances is actually getting worse". "Where the programming options, and great shows that provide an alternative families particularly in prime time on network television".

There's just not a lot of those shows out there today, and as companies again, that are committed to helping our consumers you know, save money and live better, we thought this was a great position for us to take, to help support that unmet need by providing viable options that the whole family can watch together. Programming that creates more opportunities to grow, that has, you know qualities and educational components to them that are not only fun and exciting, but also heart-warming and deal with issues in things that are really important in our world and to families today. So kind of the Genesis of the whole thing, and again it's been a great partnership with Procter & Gamble, there also are a number of other partners that have come in behind this effort who have also recognized the need for supporting families with more family programming. PepsiCo, Microsoft, ConAgra, Kraft, General Mills just to name a few others, and what we're hoping through these efforts is that these efforts by Wal-Mart and Procter & Gamble will lead to kind of a catalyst in the marketplace that the advertising community on behalf of the consumer will really advocate to the networks for more forms of quality family programming, and you know really trying to use the fact that we are large advertisers. We're running lots of advertising in the marketplace to make sure that those ads are showing up in the type quality environments that our consumers are saying, these are the right places to be and they support the type of qualities and programming that really align with me as a parent.

Moderator: Good, thank you so much Ben. And we will have more questions for Ben and Brian later on in this call. I wanted to just remind everybody that the e-mail you guys can call in is game time at, well you can't call in but you can e-mail your questions and we'll answer them over the phone. gametime@gothamconference.com is the e-mail address. And if you send in your questions we already have quite a few already but if you want to send them we will answer questions until, you know, we get through at least most of them. Sometimes when you guys send questions, they tend to be somewhat the same, like we'll get one from one person then another one that is very similar so if you don't hear yours asked specifically hopefully we've covered what you asked through one of our answers. The other thing you can do is if you have e-mailed a question in and we don't end up answering it on this call, we can get you an e-mail interview or we can get those questions answered by someone later so that you can still use it for your coverage. We don't want you not to be able to do any coverage because your question wasn't addressed for some reason so we will get to them one way or another. Again it's gametime@gothamconference.com.

So now as I mentioned earlier we're so happy to have Catherine Hicks here with us. We're thankful that she's taking time out of her schedule to be a part of this call with us, and Catherine if you don't mind we would love you to talk about your role as Anna Walker and as you all know from reading the materials she worked alongside Bo Bridges and Frank Walker who all had amazing performances in this film. And Catherine we're just going to ask you questions if you have anything else that you want to share, or want to talk about regarding being a part of this movie please feel free, but we'd love for you to start out telling us a little bit the character you portray is Anna Walker really your vision, and, just your passion for being part of this film and really what it meant to you and what the experience was like.

Catherine Hicks: All right, hi everybody. It feels very comfortable to be talking to everyone. I have to, I guess I have to start by saying everything that's being said has been, you know, obvious to me as being part of the only sort of quality family program that was on for 11 years, and I'm not exaggerating to say that at least 10 people a day come up to me wherever I am on the planet, not China I haven't been, but I mean Europe wherever and they so deeply, they have tears in their eyes they miss 7th Heaven they miss everything that Brian said they say, they miss being able to sit on the sofa once a week with their entire family and talk about what they're seeing and just laugh and cry together.

So I so deeply know that this effort is valid and that there are so many hungry mouths to be fed out there. I just, it saddens me that so many people are starving and just really want this food and how much money the networks could make because the viewership, you know, they'd have great ratings. I can't believe the industry doesn't realize, they just don't know this chunk of the audience, you know, so um, you know, hopefully that's certainly partly why I did this is to, gosh I hope we make an impact, I

hope it really gets through to the networks that they would benefit from acknowledging this audience. I took the part because it was, I'm always grateful when anyone expresses interest in hiring me (laughing), and um, it is my comfort zone, I do, being a real-live mom and wife, I do feel no one knows what it's like to go through the ups and downs of raising a child unless you've done it, so I try to bring that, my personal reality to this performance. And I personally, in this role I felt that I was a mediator between my husband and child because I knew each of their perspectives and they weren't able to communicate to each other and I find that to be true in my own life. I will often advocate for my daughter to my husband and vice a versa. Explain his harshness to my daughter in terms of just, you know, the values he wants her to grow up with. So, you know as an actor, I'm always working, I went back to acting class this year. My goal as a performer is to try to keep my insides churned up enough so that my emotions will be real and deep, and I can bring them to the performance when they call Action on the set.

Moderator: That's awesome, the perfect fit. And we also just wanted to ask you briefly, you know, you kind of explain to us a little bit about how the role of Anna Walker does fit into your choice of roles in Hollywood, "How do you also feel this role you played plays into the importance of having strong role models, especially female role models in Hollywood?"

Catherine Hicks: Well, um, you know, it's funny again I'm not, not to bring up my previous show, 7th Heaven, but I remember when I took the job, I said to the producer I have to be at work, Annie has to go to law school at night, she just can't be an at-home mom, and the irony is that it's become, I saw the arc in real life where real professional women who had reached the peaks of their careers were choosing in fact to stay home when the children were there because it is best for the children, now not everyone can economically do that. But, um, they did a survey and of all the females, you know, Annie Camden was the top female role model in America on television, and I just think it's curious that, you know, I'm all for women's rights and equality. I think we have achieved that, I do believe that, you know it's pretty good out there for women. I have a daughter, she's entering the workforce. I think now, and I think we've already see the return to the realization that, when there are children, family, you just, you know, they'll be less screwed up if you're there and both parents are there and you just work hard; it's really full-time job. And, I think family programming helps families through the struggle, because they can see other families, you know they can see the family on TV struggling, they can imitate how they solve their problems and I think they do look to leadership.

Moderator: And one last thing, just to ask you about, What are some key life lessons that you feel from this movie specifically that people can learn by watching?

Catherine Hicks: Well I think you know, I mean to have your boy come home, it's just so, I mean this woman hadn't seen him in so long, there had been a rift in the family and to see her precious boy is just, you know, and to also know how her husband has missed his son, and there's just the deep pain involved when communication breaks down. You know, when in doubt, you know make that phone call and forgive and reach out, and I think, you know, that's what our, it can, it just, people build up layers of, you know, as each year goes on and people don't communicate, it gets tougher to break it down, so I think this story (sigh, thinking), just a, you know, shows how you slowly peel away the layers and delicately reach out and then in the end the love makes it all good and there's a purification and renewal and it's possible for everyone. "Why else are we here on the planet really but to reconcile and, you know, get along, and love each other?"

Moderator: That's great, thank you. Brian, can you share some specific stories or key elements from the set behind the filming of "Game Time: Tackling the Past", or just some unique things about this film apart from the others that you could share with us, just kind of a glimpse into this movie in particular?

Brian Wells: Well, you know, I think the interesting thing about this one is we're obviously; we're dealing with the surface of a story that, you know, would say that it's not your normal experience for everybody, you know somebody being a professional football player, dad, a high school coach, all that. But beneath the surface of all that, and that's all fun part of the story, beneath the surface of all that is you know as Catherine was just saying is basically the story of two imperfect people that have wounded each other. And in this case, it's a father and a son. And the number of people that I saw, that the root of that story play out in such a significant way was really touching for me as we we're developing this. And the number of people who kind of, that I've known for a long time have opened up to me about some person, sometimes it's the dad, sometimes it's a family member, sometimes it's just a friend that they've realized that they've let some small wound kind of fester, and over time it's become this kind of chasm between them and the other person and they really regret that, so I think that's kind of the really deep-seeded thing about this movie that's really neat but it plays out in this really fun environment of this exciting football season.

Catherine Hicks: Yea (laughing).

Brian Wells: But for me personally, the interesting part for me on this one was, you know, at the very core of the story is, so we have Jake Walker, he's this professional football player played by Ryan McPartland who is absolutely brilliant, I think is just, just on the verge of becoming a name that everybody knows. A lot of people already know him from being a regular on the NBC series Chuck, but

Ryan McPartland, who actually was a Division I college football player plays the role of Jake Walker in this, and then his dad is played by Bo Bridges who, you know, almost everyone knows from Brothers and Sisters, The Agency, Fabulous Baker Boys, on, and on, and on; Bo's an absolute legend. Bo plays the dad, and what they brought to each one of these roles really interesting because, I remember is one of the first days of the shoot and I have been a little late getting down for the preparation of this one because in the middle of us finalizing the script of this character Jake, who gets a phone call from his mom that his dad's had a massive heart attack and he's got to return to his hometown for that, I was couple hours away from a conference call where we are finalizing this script and I get a call from my mom, and my dad always been imperfect health, and I get a call (gasp) from my mom and out of the blue, he had had a massive heart attack.

Catherine Hicks: (gasp) Oh my God.

Brian Wells: Yeah, Catherine I don't think I ever got to share that with you when I was on the set so I rushed to that, I was with my dad for a week, he went through it fine. You know, very grateful for the doctors and the really talented staff at the hospital he was at in Phoenix. But I flew into the set straight off that kind of experience of, you know and the first day I was standing on the sidelines of the football field as we were shooting some scenes and I was sharing this with Bo; and Bo really opened up to me about his own relationship with his dad and things that were good, and things he wished he could've done different and then when people start dealing with health, you know what you deal with and then I remember sharing that with Ryan in the same kind of thing. So the neat thing about this for me is this becomes a very personal story for a lot of different people because all us tend to have somewhere in our past, you don't have to be very old at all to have some relationship that you wish you could've made a different choice and you wish you could go back and maybe make things right.

Catherine Hicks: Yea.

Moderator: Catherine, is there anything from the set that you wanted to share, maybe...(cut off)...

Catherine Hicks: Well, I just, it just astonishes me because we all, I mean, you know, in terms of network programming, we, the base of drama is family because we all have parents and parents all have kids and you know that's where all the pain and conflict, sibling rivalry, whatever, it's all, it's what psychology is based on, Freud's knows, it's all about the early stuff, it's what great plays were written for, and what

great movies are about and TV should just (laughing) realize that it's just the very core of what we're all about and I just wish they'd get on the stick.

Moderator: (laughing).

Catherine Hicks: I'm hoping actually, Brian can you guys created network that would just do this stuff?

Moderator: That actually came up on our last call. Someone else wrote in and asked that same question, so.

Brian Wells: You know, you never know, you never know where things are going to go. Our thing right now really is, I know this sounds kind of like high-minded but we really, really do mean this we're hoping inspire competition. We do not want to be the only ones doing this we are hoping. But the thing I always say we're starting to see this really play out in the reason is because of the people that are on this call right now. What I always say is you know it's vote with your remote time because as you're watching this show, as you're watching this movie somebody's watching you. It's the advertisers and as the networks. And the more they see people showing up for this kind of thing the more we're going to have competition out there which will be a beautiful thing.

Catherine Hicks: Yea, Good.

Moderator: Catherine is there any story from the set, or maybe working with Bo Bridges.

Catherine Hicks: Well, I am a huge Bo Bridges fan, and Ryan, I mean, Ryan is just to die for. I mean you know sometimes as an actor you think well if someone's that gorgeous and beautiful, you know usually good actors are a little, you know, less perfect because they, I don't know come from painful place and what pain can Ryan McPartland have in his life (laughing) and his, my God, you know, oh my gosh he's such a good actor, such a good film actor and he has so much emotion, you know, so much, that he just delivers every time it's amazing. And yea, I just, specific things just Bo is funny you know, and Ryan is earnest, and we all, just I don't know, just nice people.

Moderator: That's great. Well we're going to move on to some of the questions that people have been writing in and so they're going to be given either to Ben, or Brian, or Catherine so a lot of them I think we have covered a number of ones that you all have already asked on here but this one for Ben Simon specifically, we have a question here about the strategy going forward, if it involves the creation of actually a network question has come up again but, Is there a way, or a plan to develop maybe a range of programming that would include like series specials, or movies? Is there anything you guys have that you could share with us that would tell anything about moving forward or some future plans that are able to be shared?

???: So what I can say, first of all it's a great question so thank you. What I can share, is that we do have a longer-term plans that are underway for next year going forward and we've seen that there is a regular need for this with families beyond us once a month, once a quarter, there is a definite weekly need for programming that a family can gather around and tune-in to and so we like that model, we're looking at some different things and amongst us as partners it's exciting we've had some great results and it's almost 100% attributable to the folks on this call so thank you again for all your support. You know we have this movie coming out, we have another movie that's going into production in less than 10 days, and it'll air the first weekend in December. Another family programming event on NBC and, yea we are opportunistically looking into next year and going forward on how to continue to support this unmet need for families.

Moderator: Thanks, and I wanted just add to what Ben was saying too, that family movie night is having the opportunity to re-air some of their movies and as you all know the DVD is available at Wal-Mart in the coming months for movies that have aired in addition to the upcoming movie of "Game Time: Tackling the Past", Saturday, August 27th there's actually going to be an encore presentation of the family movie night show "A Walk in my Shoes" which you might have seen initially when it aired. But it will be on NBC at 8/7c Saturday, August 27th so hopefully you can tune in for that so I wanted add-in that that is also happening as well, and then in addition to this movie as Ben mentioned this movie coming up in December we will definitely, in case any of you have questions about this as always, you'll be getting materials from us and press information and press releases and everything that you'll need to kind of be a part of that next movie coming up in December as he mentioned is going to air also on NBC so you will get that information in case you were going to send questions in about that. We don't have it yet but as soon as we get it we will send it on to you. There's actually another question that we wanted to direct, actually Ben or Brian either of you could answer this "How did the idea of producing a television series around something such as setting your moral compass in today's digital age come about?" They're asking "Whose idea was it?" and "What was it that appealed to Wal-Mart and P&G to back the idea?"

Brian Wells: Well, you know, I think that a lot of, like a lot of great ideas it came from multiple different places. This is really a cool kind of convergence of several different people and several different organizations who were all seeing one of these, you know this convergence between something that they knew in their heart was the right thing to do and something that the data was saying makes a ton of business sense. Those two things converge together. Certainly Ben at Wal-Mart was one of those people and there were several others, who they sat down and said hey, wait, all this information, this all comes together to one idea there are a lot of people out there, there's an unmet need here that we can be part of meetings, so it wasn't any one individual person, but it was a lot of people who, really smart businesspeople and also tend to be people that have a really significant interest in trying to serve families needs as well, that when they saw everything coming together they said boy this is perfect storm, this is really needed, we don't look around, we look around a we don't really see anybody else doing it, so but you know the idea is not, you know, it's not new it's just one that seems strangely unique you know, maybe in the last 10 years or so if you look at some of the all-time great even if you look back to a movie like "RainMan", you know one of my favorite movies. Or the "Princess Bride", Or you know a lot of the Hitchcock movies, anybody kind of trots out there all-time favorites not just movies that they thought were kind of fun but really if you look at it, ask people like their top five lists and they mention things "Lord of the Rings", or I mentioned "RainMan". All of them are not only great from an entertainment value standpoint but all of them do have this timeless truth embedded down in them.

???: I would go with what Brian said, you know there's, you know started with the consumer, you know, talking to several hundred thousand consumers over the course of a couple years just hearing consistently that there was a high degree of frustration and concern over the impact that entertainment was having on the ability for families to raise their kids, and raise their kids right. And that's kind of mom's language. I'm tired of diving for the remote, I just want to raise my kids right. Why can't there be more programming like there used to be when I was growing up. And so there's kind of this kitchen-logic here, there's a big unmet need, the unmet need is that families want to watch entertainment that brings families together and do it in a way that moms, as the gatekeeper to the family, don't have to be the gatekeeper. They can put their guard down, they can act as the nurturer to their kids, and just have a great experience that deals with things that are important but in a fun way and this additive to the lives of the kids and in a world where there's so many tough things going on every day. Bring a little hope and create an oasis for families and again, it's really a simple idea and the fact of the matter is no one was doing it. And we're kind of "zigging" while the rest of the marketplace is "zagging". And we think that's a good place to be because the consumer is the one that we're trying to serve and families are telling us we want more of this type programming.

Moderator: That's great, thank you. Catherine, we have another question for you. I'm just going to read it just as she wrote it; "Working with a very testosterone-filled cast and on a movie about football, how would you describe your character and what makes her stand out?" And I'll just finish here because

there's a little bit more in here, it says "Sometimes women in roles in movies like this is not always described as real three-dimensional characters", I think just in the sense, just "How does your character, you've said a little bit about it before, but how did you relate to this movie, being a football movie as the mom you played?"

Catherine Hicks: Well, I'm going to one on a football level, I went to Notre Dame, I wanted to be a cheerleader there, my daughter's at USC. I choke when they sing fight song but it's getting easier. The football aspect just excited me to no end. The fact that Ryan is a real football player not an actor pretending to be but he knows how to throw football is very exciting so when you said testosterone plus Bo Bridges I was just as a woman excited, excited to go to set every day. In terms of evaluating the quality of playing a wife and mother like the I think that's a question like "Are you in the backseat to the men because you're just the mom or the wife?" Again, yes I love playing lawyers and strutting around in high heels and suits and you know I'm highly educated; I love to play very, you know, brilliant women that talk a lot. Again, I also deeply believe in the value of you know, being a smart mom who's there for her family because that's sort of where it all has to end up, you know. If you're going to, as a real woman in life, you know, have a husband and children. You know, I just know personally, you know my struggle to be a good mother has been far more difficult and more deeply haunting and important to me than being a great actress. Ultimately, career has to go second to the human being you're trying to raise. So, a role like this is deeply meaningful to me and I bring my life to it.

Moderator: That's obvious, and thank you. One other one for you that actually relates right to this, "How did the mother that you played in this role, what did her part do to help change and affect the son and the father in their own lives?"

Catherine Hicks: Well, like I said before I think, I think mediator, you know, understanding both points of view and trying to like help my husband see that he's in pain you know. It's just like, "come on", he's, "Look at him, Look at him", you know, and trying to tell my son, you know, "Your dad doesn't hate you like I know how it looks but look at it from his perspective." You know, Mediator, mediator.

???: Yes, there's, you know I would jump in there Catherine, I can't remember the exact line, but you've got a great line in the movie where you know because and basically those of you who haven't seen the movie you know like in a lot of families, you know, Catherine's role as Annie, the mom here, she is the one who kind of cracks through the tension and get people to talk and gets this decades-old pain to be brought to the surface, and these guys, these really tough accomplished guys to really deal with it being you know the dad and the son. And Catherine you've got a great line in it, something along the lines of

that you know you can't just play through the pain, you know life is not like these motivational posters, you know...

Catherine Hicks: In the locker room, in your weight room, yea, yea. And you know especially, you know, again the irony that there it's so dear that, you know it's a football, it's a high school football team. My husband's the coach, my sons were players. So they're "guy-guys" and that's even more reason, it's not like they were a family of painters, you know, where they're in their rooms already highly, just sort of just, sensitized. The fact that they are in the football world, a very masculine thing, perhaps they need a little more help in translating what they're feeling to one another.

Moderator: And Catherine, just one more, "What was your favorite moment in filming of this movie, is there a favorite moment on the set or something that stands out?"

Catherine Hicks: You mean, in watching performance or in part.....(cut off)...

Moderator: Just your experience, I guess in making (cut off)...

Catherine Hicks: Well, I guess as a Notre Dame person I love the stands, I loved going to set it night and seeing the lights on the field. It just, you know, I was a cheerleader, it's just like, it just brings that all back, the ahh, that wonderful high school football feeling. I think acting wise, I loved his monologue, I loved how Ryan played it on the field, he has a long, long monologue. And I think his breakdown is just amazing and I just love how Bo, I love the moment I love the moment when he's in a gurney wheeled into the elevator and he does his cute little, little thing, and you know instantly that the dad has a sense of humor and he's a good egg. You know, he's not a pontificator, at all.

Moderator: Great.

???: Yea, and you know, Catherine was talking about the lights on the field, for me, and both Ryan McPartland and I went to the same school. We both went to the University of Illinois. And for us, kind of growing up in Illinois one of the cool things, we shot this down in North Carolina, and the high school

that we were shooting at was actually Michael Jordan's high school that he grew up in and he donated the new gymnasium to them so if you look real closely at the inside of the gym scenes, you'll see the Michael Jordan "JumpMan" logo and half-court because he built that court and he put the "JumpMan" logo in the middle, and so...

Catherine Hicks: That's so cool.

???: Yea.

Catherine Hicks: It (laughing). It's life you know it is, it, you know we're all still doing the same things and it's just nice to put that on TV, you know. Rather than like you know the two men and a kid in an apartment with the girlfriends coming and going. That's not really what most of America is doing.

Moderator: You're actually hitting home, right? So, for Ben or for Brian, if either of you want to answer this, there's a couple questions here asking about what you may cover in the future of these films. There's two here but I'm going to ask them together. One was "Do you think you'll cover, which I know you've done in the some of the other movies so you can touch on that too but, the digital age and the difficulties that teens and tweens are facing with cyber-bullying, sexting, human- trafficking?", and they also have asked "What are some of the other timeless truths that you want to cover and some upcoming stories that you feel are important?"

Brian Wells: Well, you know I'll chime in on that, and Ben feel free to throw in what your thoughts are. We're, you know the timeless truths are things that, they're not things that we have made up, they're things that we've just gone to parents and we've asked what kind of truths are you trying to build into your family. So, it's you know, none of it's like, you know, amazing kind of secrets you'd never think of. It's things like resilience, perseverance, hard work ethic, forgiveness, being a team player, you know doing the right even when it costs. You know looking out for somebody else's interests above my own when appropriate things like that so we'll constantly be going back to his research we've done and saying what are those kind of things and then, with the particular story we're building what makes most sense organically in that story. We are though careful, I mean we have touched on bullying a bit with "Field of Vision" that aired you know, several months ago on NBC was a story of some high school bullying that are going on but we're careful how we deal with those kind of things because we're also, we're building a brand and a relationship with families where there's certain kind of things that are

heavier, deeper topics like somebody mentioned human-trafficking that are heavier deeper topics but that's not one we feel entrusted with parents that they're looking for us to deal with in an interview. There's other people that will, certainly my wife and I were profoundly touched by "Slum Dog Millionaire" and a huge reason for that movie and I applaud it, but that's not what we're dealing with, we are not going really deep with stuff so that people were saying, boy you just freaked me out with my 10-year-old daughter here. We're primarily about entertainment and then touching on some of these things at a light level that will reinforce the work that parents are trying to do.

Moderator: Alright, Ben do you want to add anything to that at all about like upcoming projects or we actually have other questions for you if you feel like that one's covered.

Ben Simon: Yeah, I feel like Brian sufficiently covered that one.

Moderator: Yea, Ok, I think that the other thing that we actually have another question about that, I mean any of you can jump in on this if you wanted but Ben, I'll direct it to you initially. Actually, we have someone asking the age range of this particular movie and who it's targeted toward. And then, kind of the plan for this or other movies coming into Wal-Mart. If you wanted to just talk a little bit about how you guys do the DVD sales after the movie comes out, is there anything people should know or anything they could help promote, or work with there?

Ben Simon: Sure, so, I'll start with the DVDs. So, the first five films up through "Truth be Told" are currently available for sale on DVD inside of Wal-Mart. The other films that have aired, "Field of Vision", and "Who is Simon Miller?", the DVD release dates for those will be released here later on and I encourage you all to continue the family movie night at home with the DVDs. But yea, the future dates those other titles will be announced here in the coming months. What was the other question, was related to the...(cut off)...

Moderator: Yea, just for this particular movie kind of an age-range or is there a target audience for this one specifically?

Catherine Hicks: 6 to 60. (laughing)

Ben Simon: Well they do tend to play pretty broad but yeah I guess if you had a kind of, the primary target would be parents with kids, you know, kind of, under 18 tends to be the primary target, really kind of in that 8 to 14 sweet spot. Is that about right Brian?

Brian Wells: Yea that's right. We basically think when we're creating any of these, it's got to be something that is incredibly engaging for school-age kids. So call it grade school, middle school, high school, school-age kids and their parents, it has to be engaging for both of them so that's why that's what we're shooting for, if we, you know the best thing we can hear from a movie is that, you know, a 30 some-year-old or 40 some-year-old mom and dad both really enjoyed it for themselves and also their 16-year-old boy and their 10-year-old daughter loved it as well, man, we feel like we've nailed it if we get that kind of feedback.

Catherine Hicks: I think for sure that's the age group that this appeals to because it's the parents as well as much as the teens.

???: Yep.

???: Well there's a lot of stuff out there for parents to watch by themselves.

Catherine Hicks: That's true, yea.

???: And there's a lot of stuff for kids to watch by themselves.

Catherine Hicks: Good point.

???: And so, we think that sweet spot is really when it's something that the parents love and that the kids are excited to watch as well. Kind of creating co-viewing, family environment. That's really the, that's really the strategy.

Moderator: Great. And I just wanted to remind everyone too we're kind of nearing the close of our call here. I do have one more question also just remind you all too that you can get a lot more information on this movie in addition to the others that are coming from the family movie night group of movies as well but for "Game Time: Tackling the Past" you could visit <http://pressvillage.com/gametimetacklingthepast> or you could get other information at <http://familymovienight.com>. And remember the air date for "Game Time: Tackling the Past" is Saturday, September 3rd at 8/7c on NBC. And what we're just asking for you and kind of a call to action from being part of this call and just being team members with us in this with is at those sites you can access trailers and you put trailers and video footage on your website, air clips on your TV/Radio shows, read interviews, again you can e-mail myself or Tracy Cole here at Rogers and Cowan I think all of you have our contact information from just joining on this call to request an interview with cast or crew members.

We'd love you also just to encourage your audience to support the entire family movie night initiative and just to help keep family-friendly entertainment alive on prime time TV. Share some of the good news that we shared with you earlier about the #1 rated slot for "Who is Simon Miller?" And then provide the air date and location on NBC to your audience to encourage them to watch to tell others to join in as well. So I guess we'll just close up here with one last question. Someone has asked about your production schedule just overall in the family movie night initiative because it seems like family movie night films are coming about every four months so they must be in constant production, "How far ahead do you have projects and are you looking for materials, do you work off your own lists, how do you create and gather your resources or your scripts or information for the films?"

???: Well we have a, we've got a network of writers around the country. All the way from really experienced entertainment industry writers to stay at home parents to just have a real gift for writing to everything in between that develop these ideas for us. So, we create all our ideas internally right now. Who knows, maybe sometime in the future that will change but right now all the ideas are created internally and there's quite a long gestation process for them because we don't just create ideas that we think we'll like, we create ideas in a very rough stage we take them to kids, we take them to moms and dads, and we get their feedback at every step along the way before we're ever choosing the ideas that we move forward. And then at each step along the way we get feedback from them as well. So there's quite a long kind of gestation process to them. But yeah in the last two years we've been producing them at about the average of about having about one a quarter on. I would imagine that's going to hold true for 2012 as well but we're currently in discussions for exactly what that's going to look like but I'd say my best bet is yeah, you can probably look for a family movie night about once every three months or so next year from us but we'll see that's not been totally nailed down yet. As Ben mentioned we do have another one that we are moving in, I'm sitting in right now on location right now as we're finalizing

up some preproduction work that we're getting ready to start filming in about five days that will air the first week of December on NBC, so that'll be the next one after this.

Moderator: Great and don't forget to watch a re-airing of "A Walk in my Shoes" which is coming on Saturday, August 27th that's also on NBC at 8/7c and then again, just in case I haven't said it enough on Saturday, September 3rd at 8/7c on NBC is "Game Time: Tackling the Past". Catherine, Ben, Brian anybody have closing comments or anything else that you would like to say to just add to the conversation here?

Catherine Hicks: Well I'd just like to thank everyone for you know, everyone who's tuned-in for helping us get the word out and for being supportive of what we're doing and I'd like to thank Brian and Ben for their great work in it just inspired and I wish them years and years of success.

Moderator: Thank you. Thanks so much everyone.

???: I would just add, Thank you again without your support none of this would be possible and it's our pleasure to really strive to serve families through this effort. And thank you in advance for watching and for voting with your remote and look I forward to talking to this group again when our next movie comes around. Thank you very much.

Moderator: Thanks so much everyone and feel free to e-mail us any other follow-up or anything you need from this call we're happy to help you as always.

Catherine Hicks: Lesley, you did a good job too.

Moderator: Well thanks Catherine.

Catherine Hicks: Bye

Moderator: Bye

???: Thank you everybody, Bye.

Moderator: Bye everyone.