

2016/17 JHTTB Social Media LIVE-Broadcast Overview

An Afternoon At Snow King Mountain

Concept

Follow a family of four as they experience Jackson Hole's newest recreational attraction; The Cowboy Coaster at Snow King Mountain. The broadcast would include rides on the coaster as well as refreshments at King's Grill.

Production Needs

- A model family of 4
- Access to Snow King's Cowboy Coaster & King's Grill

Estimated Out Of Pocket Costs

Talent Reimbursement: \$400

Estimated Data Cost: \$195

Total: \$595

Family Skiing & Snowboarding At Grand Targhee

Concept

This concept centers around an afternoon skiing/snowboarding at Targhee. This broadcast would highlight Targhee's slope-side infrastructure as well as ski runs. One possible angle for this broadcast would be to feature a family recreating on opening or closing day.

Production Needs

- Family of mixed Snowboarders and Skiers
- Access to Grand Targhee for production crew & talent

Estimated Out Of Pocket Costs

Talent Reimbursement: 4 Riders \$400

Talent availability for approx 3 hours.

2 transferable passes and access to Targhee for broadcast crew.

Estimated Data Cost: \$250

Total: \$650

Winter Sleigh Ride on National Elk Refuge

Concept

Showcasing an up-close and personal look at the National Elk Refuge's Winter Elk population, this video would feature educational commentary from Refuge staff and Bar T 5 sleigh ride hosts.

Production Needs

- Access to a Bar T 5 sleigh ride
- NER staff member commitment

Estimated Out Of Pocket Costs

Talent Reimbursement: 4 Participants \$400

Estimated Data Cost: \$175

Total: \$575

Teton Eats: Modern Western Cuisine

Concept

This broadcast would showcase one of Jackson Hole's most recognizable eateries and include both an educational and inspirational component. Following the restaurant's owner and chef as they prepare an authentic Western meal, the broadcast would show the meals preparation as well as it's enjoyment by a model family in the dining room.

Production Needs

- Partnership with local restaurateur
- Model family of 4

Estimated Out Of Pocket Costs

Talent Reimbursement: Family \$200

Estimated Data Cost: \$0

Total: \$200

Spring Hot Air Ballooning or Paragliding

Concept

This broadcast would take viewers on a ride above the valley. In partnership with JH Ballooning or JH Paragliding we would broadcast the flight from start up to landing.

Production Needs

- Partnership with JH Paragliding or JH Ballooning

- [Ballooning] Model couple

Estimated Out Of Pocket Costs

Estimated Data Cost: \$150

Activity Expense: \$300 (\$0 contingent on possibility of complimentary ride)

Talent Reimbursement: \$200

Total: \$650

TOTAL 2016/17 Out Of Pocket Costs: \$2,670