

# Lanier Interactive IMPACT PARTNER

**MEDIA THAT MAKES AN IMPACT**



*Lanier  
Interactive*

TM

TEACH

ENTERTAINMENT

SOCIALIZE

SHARE





# Overview

Lanier Interactive is a growing collection of interactive information. Our development spans across the web, television, publishing, mobile, live events and movies. Behind the information is our mission and principles of innovation Teach Entertain Socialize Share. All the content we produce is based on these principles.

Our objective is to provide viewers with content that entertains and teaches at the same time. In turn the subject matter will bring people together and cause them to discuss and share the information and ideas. It is these last two principles that will be the catalyst of impact. We want our content to not only impact individual lives but communities as well.

This is where you come in as an impact partner for Lanier Interactive. We want our content to be more than just gathered research. We want the knowledge and information to come directly from the individuals and companies. This is accomplished through video interviews, articles, blogs, podcast and live events.

We have put this package together to provide you with more information on Lanier Interactive and the benefits of becoming an impact partner. Thank you for taking the time to review this information and we look forward to having you as an impact partner.

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# Core Goals

Our core goals are based on creating a positive impact in individual lives, the community and the world. This all starts with our principles of innovation Teach Entertain Socialize Share. Teaching is backbone and core of these principles, it is the underlying theme in all of our processes. When we start to develop content we always start with a question “what do we want people to learn?” Even when you are not in a teaching mode people can still learn from the things you say and your actions. So we always think about what will people take away from what we are creating and developing. Lanier Interactive will continue to develop a global portfolio of media, targeting; web, publishing, television, movies and mobile. Each of these targets is based on our principles of innovation Teach Entertain Socialize Share™. Our media will have a global impact on individuals and communities.



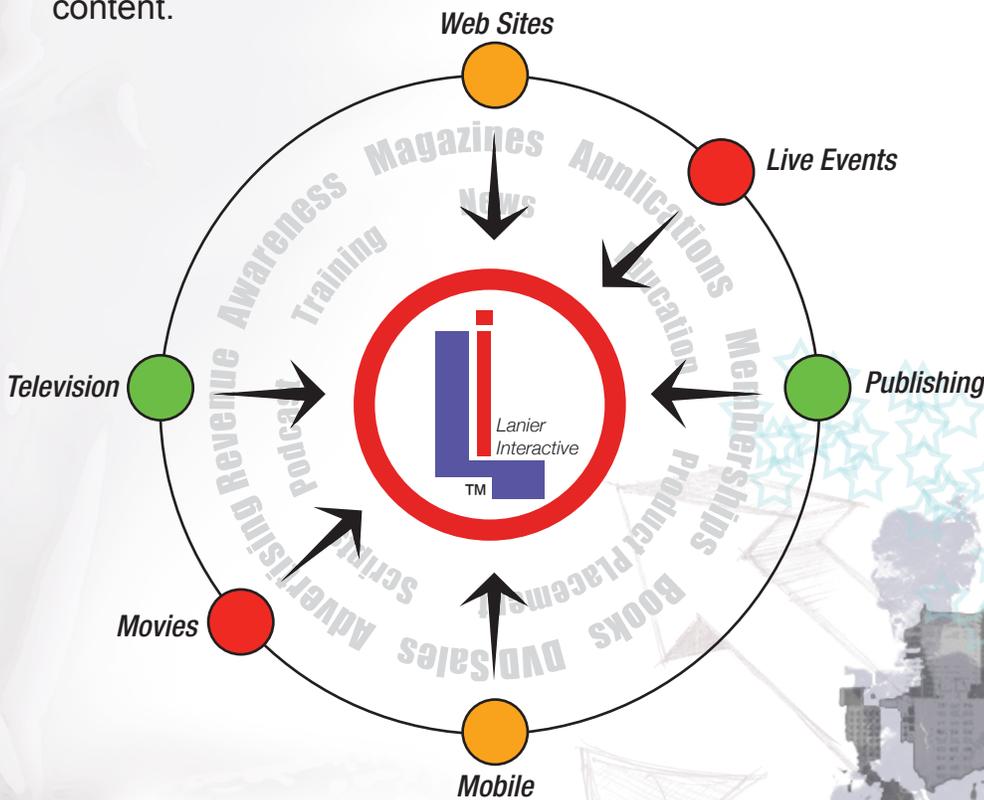
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# Content Creation

Teach Entertain Socialize Share™, these are the principles of information behind all the content produced by Lanier Interactive. Our content spans across all forms of media from websites to magazines to movies to DVDs and all things in between. The creation of content always starts with the question, what do we want to teach? Then we decide what media outlet we want to use; web, publishing, television, movies, live event, or mobile. During this stage we will focus on two areas, the development of meaningful content and the technical aspects of delivery and distribution. The objective is to always line up according to the principles of innovation, developing content that entertains causing a desire to socialize and share the content. Lanier Interactive will become a global developer of informative entertaining interactive content.



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# Benefits

Lanier Interactive Impact Partners are at the front lines of providing information, resources and services to our viewers, readers, and attendees. Thus, the relationship between LI and our Impact Partners is symbiotic. As Impact Partners provide information to LI they in return are exposed to the ever increasing LI network. The LI network not only consists of our audience but also all of our professional partnerships and sponsors. This gives our Impact Partners the ability to showcase their knowledge, services and resources to other companies, government agencies and individuals. LI stories, events, webinars, and training are advertised and promoted on our multiple social networking sites and blogs. Our content is also linked and shared on over 500 plus and growing websites. LI information is also promoted and broadcast on every major RSS feed and podcasting site including Itunes. Which means our Impact Partners benefit through all of the promotions and broadcast conducted by Lanier Interactive at no cost to the Impact Partner. So becoming a Lanier Interactive Impact Partner is not only good for us but it will provide you with a wealth of benefits that will help showcase your resources, services and business mission.

## Summary of Benefits;

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1. Impact the lives of individuals around the world.
  2. Marketing of information, services, and resources.
  3. Part of our global podcasting and RSS network.
  4. Part of press releases and promotions that deal with your topic.
  5. Included in social networking promotions and broadcast.
  6. Information shared with other Impact Partners.
  7. Free web banner on the site where information is posted.
  8. Discounts on all Lanier Interactive media advertisements.



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# Current Content

The Lanier Interactive R&D team is always developing new ideas and concepts to put into production. We currently have 2 projects one is our very first project an online relationship talk show called Them-Us. We have been producing this concept for a few years and are prepared for the production of a new concept an interactive magazine called Dropping The Knowledge.

Them-Us ([www.them-us.com](http://www.them-us.com)) is causing relationship uproar over the Internet. A strong viral buzz has lead to newspaper interviews in the St Petersburg Times, TBT, the Tampa Tribune and several internet news sites. Viewers have ranged from 10,000 to 50,000 hits per day, with higher spikes during new content uploads.

The focus of Them-Us is to bring together a panel of men and women to discuss the intricacies of all relationships. The guests talk in a round table discussion guided by the shows host Daneal Lanier and the co-host Erik Scott. The questions cover a wide range of relationship topics, leaving no area off limits. The show is honest and straight from the hip. "It is truly relationship talk like you

Dropping The Knowledge ([www.droppingtheknowledge.com](http://www.droppingtheknowledge.com)) is an Interactive website, based on giving people the knowledge to change their lives or make informed educated decisions. DTK will achieve this through video interviews, articles, blogs. Dropping The Knowledge content will be distributed via our website, podcasts and mobile devices.

Dropping The Knowledge will provide information in the following areas; career, education, fitness/wellness/health, mind/spirit, finance, home improvement, fashion, business, relationships, creative, technology, cooking, community and general topics.

As Lanier Interactive continues to improve and evolve our processes of content creation, we will continue to produce exciting and interactive media concepts for years to come.

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