



HIGH GROUND PRODUCTIONS NEWS

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NEXT ISSUE:

Profiles of
Officers & Board Members

BOARD MEMBERS

Don Kirchner, President/CEO
Don@AMatterofTime.org

Nancy Sweet, Secretary
Nancy@AMatterofTime.org

Ron Thelen
Ron@AMatterofTime.org

Ted Poitras
Tedpoitras11@aol.com

William Sydnor
wsydnor@calpoly.edu

Renee Devereaux
Beauty@BeBeautifulNaturally.com

Paul Hoyt
paul.hoyt@hoytgroup.com

Herman Dreier
herman@seeop.net

FILM CONSULTANTS

Tonia Madenford
producer_blondie@hotmail.com

Jonathan Schwartz
Interlock Media, Inc.
jslock@ix.netcom.com

OPERATIONS CONSULTANT

Lonnie Sanders III
lsandersiii@earthlink.net

A MATTER OF TIME, INC.
80 Supai Drive
Sedona, AZ 86351
928-284-1898
www.AMatterofTime.org

2004 HIGHLIGHTS & A LOOK AHEAD

Overview. As 2005 begins, we are very enthusiastic about the progress made to date, and with the level of receptivity we've had both with the general reading public and with film industry experts and critics. There is ample confirmation by now to know that we have a marketable book *and* a strong film prospect. The two most significant barometers for that lie in the fact that with very little advance marketing work done as part of our National Publicity Launch in Denver last March, *A Matter Of Time* hit #8 on "The Denver Post" Best-Seller list, and two major network television stations aired live interviews of Don* which will be invaluable in further promotional work planned for 2005. This coverage in the media has given us stronger credibility in the film industry, which, of course, is motivated by the kind and amount of marketing and PR that goes into books being adapted for film. The more marketing done for the book, the better it is for the film's prospects for success...and vice-versa.

At the same time that we are pleased with that progress, however, we are also perplexed with irregularities we have experienced with regard to generating investment capital needed to continue book promotion beyond that initial effort in Denver.

Plans originally called for a continuation of marketing and publicity in at least six major Western cities, with a full-scale publicity campaign across the country well underway by Spring of 2005. In spite of such good results in Denver, however, we were unable to raise enough capital to do so. Any significant publicity campaign is expensive, no matter how simple or basic, so we are not surprised or even

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alarmed about this development. We went into it to test the process, and to learn something from it. We accomplished both objectives, and are quite pleased with what happened. As a result, we have outlined plans to duplicate our Denver effort in San Francisco, Dallas, Salt Lake City, San Diego and

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VIRAL MARKETING SPREADS THE WORD

"Viral Marketing" is a relatively new but fast-growing method of "spreading" (hence, "viral") the word about a given product, movie or service. It's highly developed, carefully managed and promoted word-of-mouth advertising...the best, most effective method of promoting anything. Properly managed and developed, anything can catch on just as the movie "My Big Fat Greek Wedding" did, which used viral marketing techniques to get the word out about their movie.

To effectively use this technique, it will be important for us to create and sustain a "buzz" about the book and the movie among all of our closest friends and contacts, then outwardly to everyone we know and meet. Only a few of the right people with the right motive can quickly spread the word about *A Matter Of Time*, and soon "everyone" will seem to be talking about and reading the book...just like what happened with "The DaVinci Code."

Portland/Seattle in 2005. Our priority for marketing the book, however, has now shifted to niche markets and, more specifically, “viral” marketing (see insert), since we will have more control over the process and expect to experience more immediate and definable results.

Capital Raising. We are highly encouraged with capital raising efforts in September and early October, although we had two significant setbacks in the form of investor prospects who had both indicated their intentions to invest substantial amounts (\$50,000 each), yet neither were able to provide the funds as promised. One of those was our “matching funds” challenger in September, who did ultimately invest a total of \$20,000 and is providing professional assistance with web site management and referrals to other investors. The good news is that the matching funds challenge resulted in HGP generating over \$60,000 in working capital through October, which enabled us to keep basic operations going and reduce several short-term debts. We still have a number of loans to repay, however our prospects for significant new capital remain very strong. That is largely because we have managed to keep going long enough, and have created enough credibility in the film industry to create a sense of certainty that we will do what we say we will do.

Priorities. At this point, new capital is key to our success...as it always is with any startup business. This is the most vulnerable time for a fledgling enterprise—going from development to production, and generating sufficient capital to implement basic sales and marketing procedures to generate revenue. In order to establish ourselves in the



Don Kirchner with Tonia Madenford and Nancy Sweet at a IBI forum.

literary marketplace, and to hold our own with film studios and distributors and investors in the movie, we must shift our focus from smaller-increment investments to larger ones. We believe we are on target with several different groups of people who seem to have the means and the interest, and have several meetings scheduled in January with individual members of each group. It is too premature at this writing to elaborate further, however that will be our primary focus for the Company and the Limited Partnership that has been established to fund development of the movie.

There is nothing else as important at this point than raising capital and book sales. Very

little activity is likely to take place until and unless enough capital is generated to insure that present planning is properly implemented, and that book sales begin to show robust activity. We have said all along that this book is going to be published and promoted on a national scale, and that it *will* be produced as a feature film. How much we will have to say about it in the end, and how much we will earn as a “co-production” partner or pre-production development company will depend entirely upon how much working capital and sales revenue we generate over the next six to twelve months.

Outlook. Someone is going to do this film—of that we are certain. In order to insure that we will have something to say about it, we need to refine our methods of raising capital and shift our focus to large-scale investments so that we can implement plans for marketing the book. Book sales and visibility in the media will make all the difference because that will entice film studios and large investors.

We have a highly capable and very active Board of Directors, and have expert consultants in both book publishing and film production industries to rely upon, and will bring highly-qualified management on board as we secure the capital needed. With new and more effective approaches to larger investors, and increasing publicity and book sales, we expect that 2005 will be a most promising and productive year.

FREE TICKETS
to the Premiere (when it comes out).
Log onto “Newsletter” at
www.amatteroftime.org
and we will give you the details.

“NICHE” MARKETING

“Niche” markets are those specifically targeted audiences that are more likely to be receptive to a given product or service. In the case of *A Matter Of Time*, the primary targets (“niches”) are 1.) Correctional Officers and Staff, a number of whose members at all levels have indicated a strong interest in and support for the book; 2.) Law Enforcement officers and officials, for the same reason as above; 3.) Prisoners, prisoner’s friends, families and support groups, and former prisoners, parolees and probationers; 4.) Retail outlets such as up-scale car washes, gift stores, coffee houses and supermarkets—anyplace where potential book-buyers have to

linger or browse with a few extra minutes of waiting time; and 5.) Aviation centers, training facilities and pilot’s lounges.

There are many other niches, however these are and will be our primary focus, because members of this group comprise over five million potential readers with a predisposition to the book. Every book buyer becomes a potential movie-goer, and member of our website database that can be drawn upon for future sales and negotiations with movie production studios and distributors and large-scale investment groups.