

NRHA COMMITTEE REPORT FORM

This form should be returned to the Executive Director within one week following any committee meeting or one week prior to the next board meeting. You may fax this directly to Dan Wall at 405-946-8420.

Committee name: Television Ad Hoc

Meeting date: June 10, 2006

Committee Members Present: Dell Hendricks, Dave Wilkins, Sam Houston, For the NRHA: Dan Wall, David Patterson, Robert Simpson.
Guests: Terri Owens, Chris Cook, Jennifer Reynolds, Bill Peel, Carol Trimmer, Haley Carmen, John Foy,

Progress on current committee assignment:

The committee discussed the current status of the NRHA Television schedule, and the potential opportunities to expand NRHA Television reach with additions shows.

Current Shows:

Futurity-Daily updates, Finals

Licensing:

The NRHA should retain or seek to retain the rights to all video projects, and events.

Recommendations and review of Projects:

It was proposed by Sam Houston, that the NRHA produce a 30 minute show for the purpose of airing the show on the RFD-TV channel. The production and investment in air time will be approximately \$182,000. The Show would debut in January of 2007.

The committee recommended that the NRHA Board move forward with this plan.

Robert Simpson discussed additional expansion of TV opportunities with the production of a TV show featuring the Champions Tour event. There are On-going discussions with HorseTV regarding the production and air dates.

It was also the recommendation of the Committee the addition of a staff person to the Marketing and Communications for the purpose of marketing the Sponsorship of the show. This staff person could also serve as and outside sales person for the Reiner and events.

