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## **Introducing**

### *Homeland Security Communications and The Homeland Security Television Channel*



*Helping New & Emerging Companies Achieve Market  
Leadership and Unrivaled Brand Awareness*

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# The Company

*The Homeland Security Media Industry's  
Best Editorial Advisory Board and Veteran,  
Award-Winning Journalism*

## Who Are We?

The Homeland Security Television Channel is the world's first broadcast-quality online television network dedicated to homeland security education, awareness and training.

HSTV is dedicated to facilitating rapid awareness of new technologies and services, and assisting in the transfer of those technology solutions to the government and critical infrastructure marketplace.

In addition to its online content, HSTV Channel offers its content for distribution to broadcast satellite and cable networks. In the near future, the online and on-demand television programs will contain an interactive component that features a powerful blogging and social networking platform to enable community discussions of security challenges on a global scale.

HSTV was founded by Neal Award-winning journalist and renowned security author, Dan Verton, and is dedicated to bringing the highest traditional reporting and production standards to its online video programming.

Since its founding in 2005, Homeland Security Television has become the Web site of choice for broadcast quality videos on all aspects of homeland and cyber security. The network streams hundreds of hours of programming to viewers every month and has presented interviews with some of the highest profile personalities in homeland and global security.

## The Homeland Security Media Industry's Leading Editorial Board

Through the leadership of veteran journalist Dan Verton, the Homeland Security Television Channel has established the industry's best and only Editorial Advisory Board, with plans to expand the number of advisors to include an Industry Advisory Board.

The HSTV Channel's Editorial Board currently includes the following experts:

- **The Hon. Tom Ridge**  
The Nation's First Secretary of Homeland Security and CEO, Ridge Global LLC

- **Rear Admiral David Stone (USN-Ret.)**  
Former Asst. Secretary of Homeland Security for the Transportation Security Administration, and President and CEO, The Alacrity Homeland Group.
- **Dr. Parney Albright**  
Former Asst. Secretary of Homeland Security and Managing Director, CIVITAS Group LLC
- **Amit Yoran**  
Former Director, US-CERT and the National Cyber Security Division at the Department of Homeland Security
- **Carlos Solari**  
Former White House CIO and V.P. of Security Solutions, Alcatel-Lucent
- **Kiersten Todt Coon**  
Principal, Good Harbor Consulting
- **Ken Rapuano**  
Former Deputy Homeland Security Advisor to the President, and President of Homeland Security at ICx Technologies Inc.
- **Col. Randall Larsen (USAF-Ret)**  
Director, The Institute For Homeland Security
- **Barbara Nadel**  
Principal, Barbara Nadel Architect and Senior Consultant to Good Harbor Consulting
- **Dr. David McIntyre**  
Director, Homeland Security Integration Center, Texas A&M University
- **Dave Drab**  
Former FBI Special Agent and Principal, Security & Compliance, Xerox Global Services
- **Charlotte Franklin**  
Deputy Coordinator, Public-Private Partnerships, Arlington County Office of Emergency Management
- **Sandy Evans Levine**  
President, Advice Unlimited LLC, and a Crisis Communications Expert

### **Current Divisions**

Homeland Security Communications LLC is a small, veteran-owned business. We currently operate The Homeland Security Television Channel ([www.hstvchannel.com](http://www.hstvchannel.com)) and own several other homeland security-related Web properties, with plans to expand our presence across the entire scope of media offerings (print, online, broadcast and events).

**Other Web Properties:** Homeland Security Week, The Homeland Security Network, Red Team Productions, Homeland Defense Week, Homeland Defense Books,

Homeland Security TV Mobile, Homeland Security Videos, and The Homeland Security Conference Center.

## Our Strategy

Build the world's leading homeland security multimedia production company:

Provide value-added educational and promotional services to marketing firms, commercial and government organizations across the spectrum of homeland security and critical infrastructure protection disciplines.

Pursue production business on behalf of other media outlets in the homeland and cyber security space that currently offer amateur, low-end video programming.

Continue to deploy new, interactive technologies to enhance the value of educational and awareness programming, including live and taped online events and educational courses.

Diversify through complementary business units – video, online, print, events – using each to promote the entire ecosystem of Homeland Security Communications.

Seek acquisition or significant equity injection from a major media company or venture capital firm capable of leveraging our capabilities on behalf of their portfolio companies.

## Leadership

### Dan Verton – President and Executive Producer

Dan Verton is an award-winning journalist, author and renowned public speaker on homeland and cyber security issues.

Since the publication of his groundbreaking book, **Black Ice: The Invisible Threat of Cyber-Terrorism (McGraw-Hill, 2003)**, which has become required reading at colleges and universities around the country, Dan Verton has become one of the most in-demand public speakers in the security industry, speaking at more than a dozen events every year. His other books include *The Hacker Diaries: Confessions of Teenage Hackers*, *The Insider: A True Story*, and *Grace Under Fire: The True Story of the Sinking of the U.S.S. Sims and Her 13 Survivors*.

Prior to founding HSTV and Red Team Productions, Dan was a senior writer for *Computerworld Magazine*, where he won the prestigious Jesse H. Neal National Business Journalism Award (First Place) for his participation in a series of investigative reports into cyber security gaps at the nation's airlines and airports. That is the nation's highest award for trade and business journalism.

Dan is also a former intelligence officer in the United States Marine Corps., where he served as a senior analyst and briefing officer for the Second Marine Expeditionary Force.

## Statistics & Testimonials

The Homeland Security Television Channel on average streams between 300 and 600 hours of programming to viewers every month. This is on-demand viewing, meaning viewers are actually clicking on programs and watching them.

Most print magazine Web sites in the security industry boast of having a Website “stickiness” factor of 2-3 minutes per visitor. Homeland Security Television Channel, however, keeps its visitors’ attention for **more than 9 minutes** on average.

Our most popular video to date has been “Defending Against IEDs,” which went to the #1 spot on Google Video with more than 300,000 downloads.

Current and past clients have included: Ridge Global LLC, Xerox Global Services, AMTRAK Office of Security and Special Operations, Vantos Inc., Safe and Secure TV, HS Today Magazine, Florida Institute of Technology.

### Ridge Global

"Dan put together a terrific web video to showcase the launch of Ridge Global. The piece solidly dovetailed the company's mission and practice areas with the strong leadership qualities and experience that are so widely respected in Secretary Tom Ridge. That was our aim and that is what Dan delivered, with great talent and professionalism. We enjoyed working with him a great deal."

**S. Michele Nix**  
**Senior Strategist and Chief Communications Officer**  
**Ridge Global LLC**

### Safe and Secure TV Channel

"Dan Verton has become one of most creative and innovative producers in the industry. His impeccable attention to detail and finished product speaks for itself."

**Gerard Ferri , President**  
**Safe and Secure TV Channel**

## Online Conferences



### Homeland Security Communications Announces the \$99 Conference Series

Starting in 2009, Homeland Security Communications is coming to the rescue of federal, state and local homeland security managers and emergency management officials who are struggling with spending

freezes for training and education.

As part of our upcoming launch of the online Homeland Security Television Conference Center, we will be offering the same great speakers, product demos, and high-profile keynote interviews you've come to expect from expensive off-site conferences and expos, all at an affordable price.

For \$99, you'll have up to 90 Days to watch or watch again and again the presentations and keynotes of your choice, as well as download any supporting materials provided by the presenters and vendors.

Homeland Security Communications' online Conference Center puts education and training back in your hands. It's priced at a point where individuals can afford it -- so your education and awareness is no longer held hostage by government budget constraints.

## Investment & Sponsorship Opportunities

Homeland Security Communications offers three levels of sponsorship, each of which is based on a comprehensive plan to build the right viewership and brand awareness for sponsors.

**Silver** .....\$20,000

### Annual Production Credits: 3

#### Advertising Credits:

- Home Page Banner Advertisements (shared)
- Weekly HSTV Guide Ads and Tune-in Program Ads

#### Distribution Plan:

- National Press release campaign for each program.
- Program awareness story submissions to select print and electronic media outlets.
- DVD & Web Copies for Corporate Marketing/Advertising Use.

**Gold** .....\$30,000

### Annual Production Credits: 5\*

#### Advertising Credits:

- Custom Channel Page.
- Home Page Banner Advertisements.
- Sub-page Banner Advertisements (exclusive spot).
- \*Up to 2 Live or Live-to-Tape Web casts (conferences, symposiums, briefings, etc...).
- Weekly HSTV Guide Ads and Tune-in Program Ads.

#### Distribution Plan:

- Shared position in Industry related magazine Tune In ad.
- National Press release campaign with limited story submissions to select industry related magazines about each program.
- DVD & Web Copies for Corporate Marketing/Advertising Use.

**Platinum ..... \$40,000 \*\***

**\*Annual Production Credits: 8      \*\*1 Year Editorial Advisory Board Membership**

**Advertising Credits:**

- Custom Channel Page.
- Video Ads in HSTV Rotation.
- Home Page Exclusive Banner Advertisements.
- \*Up to 3 Live or Live-to-Tape Web casts (conferences, symposiums, briefings, etc...).
- Weekly HSTV Guide Ads (Tune-in Program Ads).

**Distribution Plan:**

- Prominent Position in Industry Related magazine Tune In Ad.
- National Press release campaign with extensive story submissions to all industry related magazines about each program.
- DVD & Web Copies for Corporate Marketing/Advertising Use.

**Summary**

- **Award-winning editorial leadership and access to top experts**
- **Unrivaled Editorial Advisory Board**
- **Premiere homeland security media brand, with tremendous potential for diversification across media sectors (print, online, broadcast, events)**
- **Effective distribution partnerships for marketing assistance**
- **Proven capability to assist established and emerging companies with effective messaging and thought leadership campaigns**