

Worldwide distribution reaching 300 Million

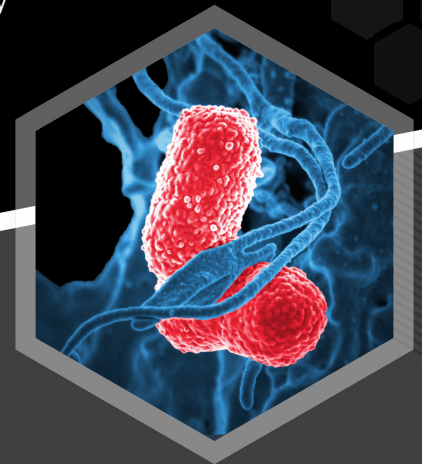
# MISSION: CRITICAL®

THE HEALTH OF THE PLANET IS IN OUR HANDS!

Working in collaboration with the United Nation's  **JOINT SDG FUND**

Mission Critical is an original documentary-style TV series exploring the planet's environment and global health challenges through an evidence-based lens. This series will film interviews on-location with leading experts to uncover America's healthcare technology and science breakthroughs. Our goal is to explore how these solutions can be adopted within less advanced countries and how the improved health of our population is part of an integrated global solution that is mission critical to our planet's survival.

The global nature of these important topics requires a multichannel distribution strategy with worldwide reach. The Mission Critical series has secured international TV distribution reaching more than 300 million weekly viewers and direct distribution into 70,000 Schools, newsrooms and online syndication where over 20,000 journalists receive daily or weekly email updates to find compelling stories. Public television and other U.S. distribution channels are also part of the multichannel broadcast and narrowcast strategy.



## MISSION CRITICAL Health

This series is focused on promoting the well-being for all at all ages. Mission Critical Health will showcase the pioneering scientists, companies, and technologies that are improving the health of our planet's growing population. This series is designed to deliver educational content to activate consumers, educators, investors, and policymakers. The producers of this series are focused on developing trust-worthy meaningful content viewers around the world will enjoy watching but also begin to understand what individual and global healthcare should look like in today's pandemic era.

The national and international distribution provided to Mission Critical is based on our producer's ability to identify and produce compelling stories that address real-world issues and contribute to the UN's SDGs.

## Urgent Call for Action

This Mission Critical series will provide real-world stories that demonstrate successful contributions towards the United Nation's Sustainable Development Goals (SDGs). Mission Critical will present the facts, data, and opportunities we have as a human family to reimagine and reshape our future on this planet.

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 SDGs, which are an urgent call for action by all countries - developed and developing in a global partnership.

The UN recognizes that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth all while tackling climate change and working to preserve our environment.



SDGs: 3, 10, 15, 17

## Want to appear on MISSION CRITICAL?

Capital Media Group is reaching out to industry leaders to participate as experts, solution providers, and supporters for this important initiative.

Capital Media Group Inc.  
+1 561.304.2939  
producers@cmghd.com  
www.MissionCriticalTV.com



National Alliance of Motion Picture Producers, Inc. (Member 2016 - 2022)

# MISSION: CRITICAL



## Specifications:

Episodic Series consisting of:  
27 minute episodes TRT

Consisting of either:  
1 x 26 min segment or  
3 x 8 min segments

Full HD Captioned  
(1920 x 1080)  
801 Compliant

## Trusted Experts

Each Mission Critical episode is evaluated for scientific accuracy by a group of subject matter experts. This advisory team will also assist with identifying SDG representative stories, expert interviews, and shoot locations.

Participating experts are selected on their ability to contribute to specific Mission Critical topics. Each participating expert is respected throughout their respective science community and represents decades of experience at the highest levels.

## Distribution & Audience

Multichannel distribution for this series includes the following relationships:

- **U.S. Agency for Global Media (VOA)**  
(reaching a global audience of 300 million+)
- Syndication to **United Nations Web TV**
- **70,000 Schools and Universities** and  
**26,000 Public and Academic Libraries**  
(reaching a U.S. audience of 40 million students)
- **Public Television** and 100+ local stations

02

## Program Goals

The United Nations is calling on all of us to play a big role in meeting the Sustainable Development Goals (SDGs) by 2030, and we believe the world we want tomorrow starts with how we value people and conduct business today. It is the vision of this series to promote policies, solutions, and technologies that directly support this vision - one where the planet is healthy, people and animals are thriving, and society is inclusive. SDG goals #3 and #10 will be our focus.

This is a critical moment and we will share solutions that deliver a positive impact in the world.

