



HIGH GROUND PRODUCTIONS NEWS

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NEXT ISSUE:

Moving ahead:
Movie Development
National Publicity
Return To Honor

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JOINT VENTURE PROPOSALS

In early March of 2005, High Ground Productions, Inc. entered into a preliminary agreement with Steve Rawlins and the BRI Group of Nashville, TN. Steve is an investment banker with a strong background in the entertainment industry, who has proposed to facilitate contacts and ongoing collaboration between HGP and several of his affiliates and associates. Among those are people in the media and in Hollywood, large-scale book publishers and distributors, and film development and production funding sources. These people, evidently, are key decision-makers and influential contacts in several major categories.

In a recent conference call with Steve and members of the Board of Directors for HGP, Steve was most reassuring about his efforts to date, and said he has passed copies of *A Matter Of Time* along to several of these contacts, and all have read the book with very positive feedback. Among those are 1.) people that he is quite confident can and will get *A Matter Of Time* featured on the Oprah Winfrey Show, 2.) a Senior VP at the "7th largest publisher in the U.S." who considers

it "a good fit" for a collaborative publishing and publicity effort, and 3.) a publicist in Hollywood who has also read the book and considers it worthy of getting

"I recently had lunch with a Senior VP at the 7th largest publisher in the U.S., who has read your book. He's a decision-maker there, and feels there is a 'good fit' for A Matter Of Time. We also have direct ties to insiders with Oprah, Leno and Letterman, and feel confident we will get you to them."

Steve Rawlins, BRI Group

both development and production funding, and exposure on such shows as "Jay Leno" and "Letterman." According to Steve, she enjoys a close professional relationship with the producers of those shows, and has

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NICHE MARKETING PROPOSAL

We continue to develop plans for the "Niche Marketing" program, which involves promoting the book to specific, targeted audiences...the first one being a combination of corrections and detentions officials and officers, and law enforcement personnel. Based upon numerous testimonial letters, endorsements and emails we have received from such people who have read the book, we have outlined plans for marketing and selling the book directly to them through a variety of means. A live interview conducted recently on KPNX (Channel 12) television (the NBC affiliate) in Phoenix, AZ, highlighted with Don Kirchner and a Coconino County Sheriff's Detention Officer the ben-

efits of their corrections officers reading *A Matter Of Time*, and having Don teach a class on inmate relations.

That material, together with a copy of the book and supportive documentation, will soon go out to detentions and corrections facilities and officials throughout Arizona and the Southwest, then to other regions across the country as the program continues to grow. It is our expectation that each facility contacted, and perhaps agencies and organizations affiliated with them, will purchase quantities of the book and contract with HGP (or its affiliate nonprofit organization, Return To Honor), to have Don make personal appearances to

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numerous other close contacts in the film and television industry to whom she intends to introduce the book.

Steve has always been straightforward with us in previous discussions, and seems more sincere and reliable than anyone else with whom we've had contacts in recent years. He closed the conference call with the comment that he would have "positive developments to report 'in two weeks or so'."

In two other "Joint Venture" developments, an HGP shareholder has connected us with two different groups he deals with professionally. One of them is a mutual funds broker in Dallas who has expressed strong interest in participating with us to some extent, however he will be out of town until mid-May. He was quite clear that he wants to discuss our movie develop-

ment plans, and asked that we resume our talks as soon as he returns. It is our intention to open dialog with him about providing development ("pre-production") capital through one of his mutual funds that he has created just for entertainment alone.

The second "group" referred to us by the same shareholder is in Portland, Oregon. We do not know specific details about their history and backgrounds, but we have been assured that their interest is genuine and that they are capable of significant capital development. They have twice requested detailed information on HGP's movie project, and we are awaiting further word from them.



Don Kirchner and Deputy Sheriff Diana Bowles (with News Anchor Tram Mei) on NBC Channel 12 News in Phoenix.

promote safety and security through greater awareness of better inmate relations. Copies of the book, of course, will be offered for sale on a personal basis, in addition to the sponsoring agency's purchase of certain quantities of the book.

Similar efforts will be made with law enforcement agencies and personnel, based upon consistently high praise received from a growing number of officials at all levels of law enforcement.

Efforts are now underway to capitalize this program by forming a group of "partner/buyers" who will provide up to \$50,000 for sales and marketing by outright purchase of the existing inventory of books in storage at a substantial discount, and contracting with HGP to sell them at a profit. Under the terms of such an agreement, HGP and that "group" will share profits on a 50/50 basis, allowing HGP to properly fund the program and have funds in reserve for the next printing of books. Conservative estimates are over 100,000 potential readers through these two categories alone, and total profits of from \$20,000 to \$30,000 with each "round" capitalized.

HGP has identified at least four other niche markets for development, including prisoners and their friends and families; former prisoners and support groups, schools and agencies having to deal with prison-related issues; therapists and counselors; and certain retail and wholesale outlets we refer to as "over the counter" sales. (More on these in the next newsletter.)

The first phase of this program is expected to take four to six months to complete, then will be repeated as many times as profits and interest allow, with time for completion of each "round" being increasingly less, yet more profitable as we learn the best techniques to use and refine our operations.



Don Kirchner teaching a class on Inmate Relations to (Coconino County) Sheriff's Department Detention Officer Trainees (in Flagstaff, AZ in February 2005).

WHAT YOU CAN DO

People often ask us, "What can we do to help?" We need to create and sustain a "buzz" around this book and movie, and just a bit of focused effort on your part will make a big difference. **You can:**

- Buy one or more copies of the book, whether or not you already have one. Give it (or them) to others with the condition that if they like the story, they get as many friends, family and associates as possible to go to our web site (www.amatertofortime.org) or Amazon.com, and order copies.
- Send a check in any amount to the Return To Honor program so that we can send free copies of the book to inmates, many of whom will direct their families and friends to order a copy.
 - Contact your local television and radio stations to introduce them to the Return To Honor program, and get them to go to our web site and see samples of live interviews done with Don. Send or email their names and contact information for us to follow up on. (We can send you one-page descriptions of the RTH program as a reference.)
 - Contact anyone you know in law enforcement and, more importantly, in the prison system (state or federal), or any detention center or county jail, and let them know that we have a program that reduces incidents of violence and difficulty with inmates, and get us their names and contact information. We will show them how we can significantly reduce the rate of inmate unrest and incident reports. (See Channel 12 interview on our website.)
 - Talk about the book, and about the movie...and get people to go to our web site for live "chats" and discussions after May 1, so that we can inspire them to get more actively involved.