

# Backgrounder

In a world where sports franchises, merchandisers and entertainers have their own cable channels, why aren't there more on air resources for the non-profit sector? There's a message of hope that should be shared with people all over the world; a message that encourages people to support worthy causes; to spread the word about non-profit and educational institution's work in the community; and a message that leads talented workers down a path of volunteerism during hard economic times when employment opportunities are limited. This a great message, but who is spreading it on TV?

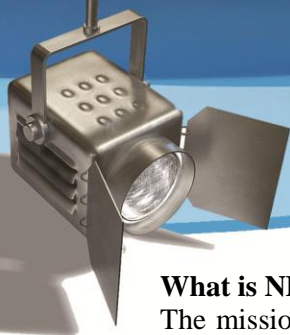
The Federal Reserve calls the non-profit sector the "hidden economy." The sector represents at least 1.4 million organizations; 5.3 percent of the gross national product; and, 8.3 percent of all wages and salaries paid in the United States. Additionally, 65 million people of all ages and backgrounds volunteer on behalf of nonprofit organizations each year. Each of these organizations have a unique story to tell and a mission to share. So, with non-profit organizations capturing the hearts and minds of 65 million people, why aren't there more on air resources available to non-profits? At HSFA, we have toiled over this question for years and solicited help from the big television and cable networks with no success. In 2011, still having not found a reasonable answer to this important question, we decided to do something about it.

Volunteering is a natural part of peoples' lives around the world, and for good reason. Volunteers feel good about helping others, but that's not the whole of it. Giving back to a community that's been good to you is one of the best ways to "pay it forward" and can build lasting beneficial changes in a viral way. It gives so many people a sense of purpose and challenges them to make a difference in the world. It gives others a way to gain valuable experiences to enrich their own lives, personally and professionally. And, long-term studies have shown that volunteers live longer, are in better health, and have lower rates of depression and less heart disease. Non-profit organizations and academic institutions are the gateway to volunteerism and better living for people around the world.

HSFA has engaged non-profit resource providers worldwide, seeking opportunities to help increase awareness of its cause and other non-profits', but most resources we found are controlled by for-profit businesses, which may make annual charitable contributions but do not fully understand the non-profit sector and do not entirely grasp the life-changing power of the philanthropic spirit and the voice of the public.

In 2011, the Wisemen Multimedia Company, owner and operator of Wisecast Television© made a major donation of technology and services to HSFA and pledged more than \$1.5 million over the next 5 years to support multiple non-profit, public awareness channels. HSFA created the NPO Spotlight channel to highlight non-profits and the HSTV Network of 3 channels to support non-profits that focus on public safety, energy security and health and human services. These channels will be available on Wisecast Television and HSFA will donate its air time to 501(c)(3) organizations. HSFA has also been granted a license to distribute the Wisecast Television© software free to non-profits' staff and their family members and friends, volunteers and supporters using the WMC framework.





**What is NPO Spotlight?**

The mission of the NPO Spotlight Channel is to tell the stories of non-profit organizations and academic institutions, delivering timely and accurate information and news about charitable and other worthy causes, to educate, empower and entertain the public and to rally support for non-profit and academic programs around the world.

**What types of programming does NPO Spotlight broadcast?**

NPO Spotlight airs the informational and educational messages and stories of the respected nonprofit organizations and charities that are providing solutions relative to the world's needs. The programming must be primarily informational and educational in nature.

**How does NPO Spotlight marketing?**

NPO Spotlight is marketed by the Wisemen Multimedia Company ("WMC"), which uses its vast worldwide resources to reach out to our common constituents through traditional news media and the internet to spread our message.

**Is the owner of NPO Spotlight a for-profit or not-for-profit organization?**

HSFA, which controls and operates NPO Spotlight is a non-profit organization, registered and certified by the Internal Revenue Service as a 501(c)(3) public charity, eligible to receive tax-deductible donations.

**Is NPO Spotlight affiliated with any religious denomination?**

No. Neither HSFA nor NPO Spotlight is affiliated with any religious denomination.

**Is NPO Spotlight viewable 24 hours 7 days a week?**

Yes. NPO Spotlight is viewable 24 hours a day, 365 days a year on Wisecast Television©.

**May we advertise on NPO Spotlight?**

Traditional commercial advertising is not permitted NPO Spotlight. However, HSFA is permitted to recognize the support of various donors and sponsors (in accordance with the "PBS" model). Viewers may also be directed to the website and phone number of highlighted organizations to obtain more information.

**How does NPO Spotlight select programs for its on-air schedule?**

The programming submitted is viewed by a small committee to ensure that it meets NPO Spotlight's standards for quality and propriety and that it is primarily informational and educational in nature.

**Do you accept sponsorships for placement of programming on NPO Spotlight?**

Program sponsorship is accepted and encouraged. Corporations, individuals and grant making foundations or institutions interested in sponsoring NPO Spotlight and its programming should contact HSFA by calling 1-877-859-6850 or emailing [NPOSpotlight@hsfamerica.org](mailto:NPOSpotlight@hsfamerica.org).

**How may I help the NPO Spotlight Channel?**

HSFA welcomes your support and currently has two principal needs. HSFA is continually seeking high-quality programming, appropriate for broadcast. HSFA is also seeking qualified sponsors and grant making institutions for funding.



## Fact Sheet

**The Organization behind NPO Spotlight.** HSFA was founded in 2002. It is a public, IRS certified 501(c)(3) non-profit charity, eligible for tax-deductible donations. HSFA's mission is to advance homeland security through life-saving public safety, energy security and health and human services programs.

**NPO Spotlight Mission Statement.** The mission of HSFA's NPO Spotlight Channel is to tell the stories of non-profit organizations and academic institutions, delivering timely and accurate information and news about charitable and other worthy causes, to educate, empower and entertain the public and to rally support for causes around the world.

**Channel Availability.** NPO Spotlight is available 24 hours a day, 365 days a year on Wisecast Television© channel 104.

**Audience.** Wisecast Television© is available to millions of viewers nationwide.

**Preferred Media Formats:** DVD and Windows Media (.WMV) or QuickTime (.MOV) files

NPO Spotlight broadcasts in widescreen 16:9 aspect ratio. Standard 4:3 aspect ratio programs are accepted and will be broadcasted with standard or stylized pillarboxing ("black bars" on each side of the picture).



Non-Profit, Academic Channel 104