



The V Channel

“V” for Virtues!

Presentation for **Michelle Beno**, VICE Media



CONFIDENTIAL MATERIAL
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The V Channel

About The V Channel

Currently in development, The V Channel (TVC) is a 501(c)(3) nonprofit educational media initiative to promote the power of virtues.

Common to people of all cultures, ethnicities and beliefs, virtues are the intrinsic goodness within every human being.

Virtues from “A” to “Z” include:

**Assertiveness • Compassion • Confidence • Detachment • Determination
Excellence • Generosity • Honesty • Idealism • Justice • Moderation • Obedience
Patience • Peacefulness • Reliability • Respect • Responsibility • Self-Discipline
Tact • Tolerance • Trustworthiness • Truthfulness • Unity • Zeal and many more**

TVC explores the many choices facing today's youth and produces educational and entertaining content on how choosing virtues empowers kids of all ages to be their very best.

TVC is **not affiliated with any religious or political organizations.**



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The V Channel's Mission

TVC's mission is to engage and inform parents, guardians, teachers and coaches—*everyone who cares for children*—about the power of virtues.

TVC facilitates the raising of 'virtuous' kids without judgment, dogma or making them feel like they're being preached to.

When children understand and **choose virtues** they activate an inner compass that guides them when choosing between right and wrong, or good from bad.



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Filling a Need

We all want to raise good kids. Yet the demands of daily life along with the pervasive influence of mass media, much of it negative and mean-spirited, make it difficult to engage children in positive and sincere ways.

There is a need for content that models positive behavior without resorting to clichés of what 'good' is.

The V Channel fills the need by producing Edutainment—stories, cartoons, games and videos based on the what, why and how of virtues. TVC offers a creative approach to social and emotional learning while providing relevant examples of how youth can prevail in an often hostile and competitive world.

TVC offers engaging, meaningful and relevant content to share with kids and teens.



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Why VICE & Virtues?

REASON #1

“I hope we shine a flashlight on some of the biggest problems that are facing humanity today. Then I hope we can **all come together to fix them.”**

— SHANE SMITH

The V Channel will “shine a flashlight” on the many problems facing humanity today, and we’ll do our part to fix them by producing meaningful and relevant content to inspire youth to choose virtues.

VICE Media’s **no-holds-barred sensibility will give TVC the edge it needs to inspire the world’s youth to choose virtues.**



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Why VICE & Virtues?

REASON #2

“Crest doesn’t want to be next to severed heads.”

— SHANE SMITH

Naturally, Crest toothpaste and severed heads aren’t the best fit. However, Crest and virtues are. In fact, the entire family of P&G brands will want to be associated with The V Channel. So will many other brands looking for sponsorships or branded content opportunities in the social good space.

VICE Media’s marketing expertise will give TVC the edge it needs to inspire the world’s youth to choose virtues.



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Why VICE & Virtues?

REASON #3

“Do whatever interests you the most. Passion breeds success.”
— SHANE SMITH

The V Channel’s single-minded purpose is to promote the power of virtues. We believe that with imagination, creativity and passion, we can bring out the very best in the world’s youth (and ourselves while we’re at it).

VICE Media’s creative resources will give TVC the edge it needs to inspire the world’s youth to choose virtues.



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Interview / Documentary Style Series

In this prototype video*, **Morgan, TVC's nine year-old Kid Correspondent**, interviews a young boy from NYC. He tells his story of how he learned to practice the virtue of Courage to overcome fear when he rides the subway to school alone for the first time.



[Click to watch 00:00 video >](#)

*Prototype video to demonstrate concept potential. Actual episodes will be produced by professionals.

Personal stories influenced by the power of virtues.



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Episodes in Development



TVC's vision is to produce dozens of Morgan interviews. Here are a few examples:



Morgan interviews an inner-city basketball coach who teaches Confidence, Self-Discipline, Respect and Fortitude to win both on and off the court.



Looking for Loyalty, Unity and Purpose, Morgan talks with a Brooklyn teen who is tempted to join a gang.



Morgan chats with the GEICO Gecko* about Assertiveness, Confidence, Compassion and Justice to empower kids to stand up against bullying.

*TVC will reach out to GEICO'S Social Advocacy Director to invite the Gecko to be 'interviewed.'

Dozens of stories influenced by the power of virtues.



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TVC Student Filmmaker Project

The Student Filmmaker Project was conceived to help film, media and drama students develop their craft while producing positive and meaningful videos based on virtues.

- **Modern day morality tales for the YouTube generation**
- **2-5 minute digital shorts based on the what, why and how of virtues**
- **Variety of genres: drama, comedy, documentary, musical and animation**



Student “V” Videos bring virtues to life.



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Student “V” Video Examples



[Patience 2:44 >](#)

A high school senior learns patience with the help of her violin.



[Detachment 2:04 >](#)

A young man loses his temper resulting in tragic consequences.



[Reverence 2:44 >](#)

Sisters set aside their digital devices and experience nature.

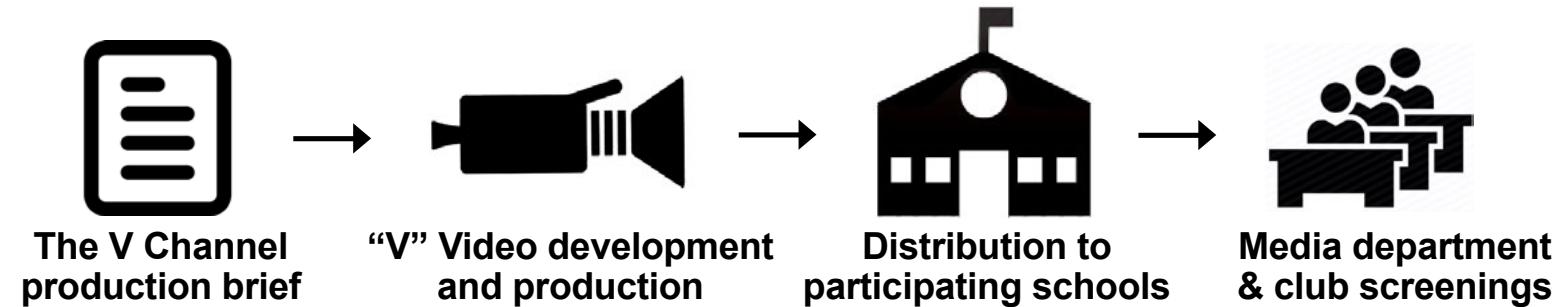
Youth-to-Youth media depicting teen life and virtues.



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TVC Student Filmmaker Project

- Student filmmakers submit their best work for review and consideration.
- Selected filmmakers receive **TVC Proprietary Production Brief** to guide them through the “V” Video creative development process; from character and story ideation to writing final scripts.
- Approved scripts receive a production budget between \$500-\$5,000. Budgets are commensurate with director’s experience and are based on estimated costs.



TVC aims is to engage talented student filmmakers to build an online library of “V” Videos.



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Online Destination and Social Network

Student “V” Videos at theVchannel.com and through social media.



Student “V” Videos

Social Media

Global participation

As participation in the **Student Filmmaker Project** grows the “V” Video library grows, providing a global online resource dedicated to the understanding and practice of virtues.

Increasing awareness, engagement, and *the practice* of virtues.



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Sponsorships and Branded Content



TVC offers a 'virtuous' cause-related marketing opportunity.



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The Time is Right.

Awareness and support of character education is growing.



Character.org



Virtues Project
International Association



Character Lab

STUDENTS
IN ACTION



edUTOPIA

Deloitte.



PBS LearningMedia



LET IT RIPPLE
Mobile Films for Global Change



John
Templeton
Foundation



Highlights from Character Day 2016*:

- 6,784 screenings at schools, classrooms, workplaces, and organizations
- Events were held in 41 countries
- People from over 125 countries tapped into the conversation online
- Over 35 million Twitter and press impressions and engagements

*Organized by LetitRipple.org

“Intelligence plus character—that is the goal of true education” MLK



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See how VICE can
inspire the world's youth
to **choose VIRTUES >**



The V Channel

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Before starting **The V Channel**, Scott enjoyed a long and satisfying career in entertainment and advertising.

As a parent, an inner city youth basketball coach and most recently, a school bus driver, Scott has experienced firsthand how virtues empower kids to be their very best. His goal is to develop

The V Channel into an educational media company reknowned for producing meaningful and relevant virtues-based 'Edutainment'.

Scott envisions a future where parents, guardians, teachers and coaches inspire kids of all ages to choose virtues.

Read Scott's Bio >