

**SEMEL
MEDIA**

About SemelMedia

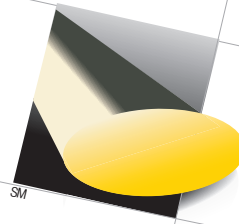
Founded by broadcast executive and producer Mitch Semel in 2003, Semel Media is a TV and multi-screen content and strategy company with expertise in original comedy, variety, and news/information programming. Distribution channels include broadcast, cable, and satellite television as well as IPTV, VOD, podcast, HD, and advanced mobile technologies. Semel Media also designs video communications networks and strategies for corporations, international broadcasters, government agencies, and military and aviation organizations.

Mitch Semel is a television producer and media content strategist with expertise in original comedy, variety, and news/information programming. He has worked as a senior network executive, producer, and channel designer in television (broadcast, cable, and public), radio, broadband, and mobile technologies.

His experience ranges from corporate boardrooms to television studios across the country. He has overseen network programming and produced prime-time and late-night shows for CBS, NBC, CNN, Nick@Nite, TV Land, PBS, and Comedy Central. In addition, Semel has hosted and produced syndicated radio programs featuring in-depth interviews with prominent politicians, entertainers, and international newsmakers. He has also supervised the design and launch of a worldwide news and information TV network and website for the United States Department of Defense, created a children's internet video portal, and devised strategy for a cell carrier's push into advanced screen content.

Semel has brought his media background to other disciplines, among them as a member of the Hughes Public Education Project, developing satellite delivery to public schools of educational programming for low-income and at-risk children. He has also advised the United Service Organizations (USO) on assembling entertainment shows for US military service personnel at home and overseas.

A graduate of Princeton University, Semel was awarded a cum laude Bachelor of Arts degree from the Woodrow Wilson School of Public and International Affairs. He lives outside New York City with his wife and three daughters. He is an instrument-rated private pilot with a tailwheel endorsement and is currently working on his commercial certificate.



Productions

OWN/Oprah Winfrey Network: Executive Producer, *The Gayle King Show*, live daily topical talk/call-in show, Sirius-XM/Westwood One radio simulcast.

Hallmark Channel/Martha Stewart Living Omnimedia: Co-Executive Producer, *Whatever with Alexis & Jennifer* (Executive Producer, David Steinberg; Creative Consultant, Alan Zweibel)

CNN: Senior Executive Producer, "D.L. Hughley Breaks The News", "CNN Election Center with Campbell Brown", Roland Martin "What They're Not Saying" Election 2008 Specials (winner, NYABJ Public Affairs award).

SAP: Co-designed and co-executive produced broadcast component of SapphireNow, premiere annual customer event for large international software enterprise SAP. Co-created broadcast network and schedule, staffed broadcast teams and anchors, co-executive produced multiple daily newscasts, interview, and panel shows for week-long on-site news network co-located in Orlando, Florida, and Frankfurt, Germany.

The News Distillery: Co-founder and contributing writer to topical comedy-news website. Also co-producer of The News Distillery live show.

Avidyne Corporation: Co-executive produced online video manual for Entegra Release 9 Integrated Flight Deck.

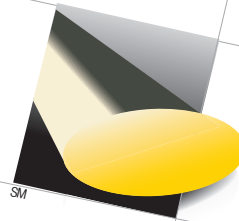
Madison Square Garden Entertainment: Produced web videos for launch of Radio City Rockettes website.

NBC Productions: Consulting Producer, "Late Night with Conan O'Brien"; Executive Producer, "Later with Greg Kinnear".

UBU Productions, Executive in Charge of Production: "Family Ties" (Michael J. Fox), "Day by Day" (Julia Louis-Dreyfus), "The Bronx Zoo" (Ed Asner), "Shooter" (Helen Hunt), "American Dreamer" (Robert Urich), "Open House" (Ellen DeGeneres), "His and Hers" (Martin Mull).

Programming

The Onion (General Manager): Oversee all editorial elements of award-winning satirical news organization, including The Onion newspaper, TheOnion.com, the Onion News Network, TV series "Onion News Network" and "Onion SportsDome", Onion books, and The Onion YouTube channel.



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Imedi TV: Devised new programming and production strategies for leading commercial broadcaster in Georgia (former Soviet republic); areas of focus included scheduling, original production, new format development, and news production and work-flow.

US Department of Defense: Supervised design and launch of The Pentagon Channel, worldwide news and information TV network and website (www.pentagonchannel.mil); developed strategies for integration of internal Defense Department media (TV, radio, print, and internet) across all service branches (Army, Navy, Air Force, Marines) and to provide multimedia content for new channels such as podcast, internet protocol TV, video on demand, and mobile technologies; and oversaw redesign of DefenseLink and America Supports You websites.

Classic Media LLC: Directed design of broadband video channel for Big Idea, producer of popular "Veggie Tales" children's DVDs, and oversaw Classic Media programming in Qubo Saturday morning children's programming bloc on NBC, Telemundo, and ION Media stations.

Virgin Mobile USA: Devised strategy for text, audio, and video content offerings on cell phones and website.

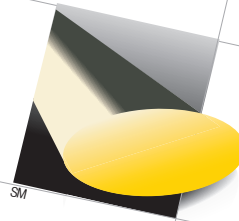
CBS Entertainment (Senior Vice President, Programming, East Coast): Oversaw production on prime-time series starring Bill Cosby, Danny Aiello, and Richard Dreyfuss, late-night series ("Late Show with David Letterman", "Late Late Show with Craig Kilborn", "Late Late Show with Tom Snyder"), and syndicated TV series ("The Howard Stern Radio Show"); supervised late-night and East Coast prime-time entertainment program development.

NBC Entertainment (Director, Current Comedy Programs): Supervised production of comedy and variety series ("Cheers", "Golden Girls"); managed development and production of entertainment specials and late-night programs ("Motown 25", Bob Hope Specials).

Comedy Central (Senior Vice President, Programming): First head of programming; directed all program areas, including development, talent, scheduling, production, on-air promotion, and acquisitions; added acclaimed series ("Politically Incorrect", "Absolutely Fabulous"); developed ongoing topical comedy news coverage for network.

Nick at Nite & TV Land (Senior Vice President, Original Programming): Oversaw development and production of original series, specials, and pilots ("Jump the Shark", "TV Land Confidential", "Sit Down Comedy with David Steinberg", "I Did Not Know That", "That's What I'm Talking About").

PBS (Vice President, Programming): Oversaw funding of proposed projects; worked with station-based and independent producers in development and production of limited series, ongoing series, and specials; supervised national programming in all content areas (news, public affairs, documentary, science, history, children's, family, drama, performance, culture, and how-to).



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UBU Productions (President-Television): Managed independent production company; worked with writers, directors, and actors to develop new TV programs; sold projects to broadcast networks and other sources.

Focus on Youth, Inc. (President and Chief Executive Officer): Managed radio production and syndication company; oversaw advertising sales, corporate contributions, guest relations, research, post-production, affiliate relations, promotion, and listener services.

Advisory

United Service Organizations (Chairman, Entertainment Department Advisory Committee): Advised USO in assembling entertainment shows for US military service personnel stateside and overseas.

Descriptive Video Service (Advisory Board): DVS provides narration of TV programs for visually-impaired viewers.

Hughes Aircraft Company Public Education Project (Member, National Working Committee): Broadcasters and educators developed satellite system to deliver educational programming to public schools in order to keep low-income and at-risk K-5 students in school.

Contact Information

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