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"COLORADO ELECTION 2010: THE FINAL WORD™"

"Colorado Election 2010: The Final Word™" is a set of special programs which will conclude the election series. It will consist of eight half-hour programs which give candidates and the representatives of major ballot issues a final opportunity in the last days of campaigning to explain why voters should cast their ballots accordingly.

"Colorado Election 2010™" is a landmark television series focused on the extremely competitive gubernatorial and U.S. Senate races in Colorado along with the State's other highly-contested races and ballot issue contests. The series is broadcast by **K3 Colorado (KCDO-TV Channel 3)**, **COMCAST Entertainment Television ("CET")** and **ION Media Networks (KPXC-TV)** and is available to other broadcasters throughout the State ranging from the **Open Media Foundation** (formerly **DCTV**) to **TV Aspen** to Longmont's **Channel 8**, among many others.

K3 Colorado broadcasts each show's premiere during **Prime Time at 8:30 pm on Sundays** while **COMCAST** broadcasts the shows during the **Prime Time slot of 8:00 pm on Mondays**. **COMCAST** also rebroadcasts the shows at 7:30 am on Fridays and Sundays and makes all the programs available 24/7 via its free **COMCAST Video on Demand** service through Election Day (November 2, 2010). In addition, all the programs are available 24/7 on the Website for the series --- www.Colorado2010.com. **Individual 1- to 4-minute highlight segments will be made available as "breaking news" options for all electronic and print Media partners of USA-TN.**

"Colorado Election 2010" differs from other public affairs programs because it offers viewers the opportunity to make truly in-depth assessments of the candidates and ballot issues via substantive discussions. This has never been done to this extent in the history of the State or nation (i.e., the equivalent of up to 50 half-hour programs). The "Colorado Election 2010: The Final Word" shows will include what will be the last formal television campaign appearances for most candidates and issue representatives. Incorporated into the shows will be roundtable discussions by expert panels with members such as Colorado U.S. Senator, **Mark Udall** (D), and former U.S. Senators **Wayne Allard** (R), **Bill Armstrong** (R), **Hank Brown** (R), **Ben Campbell** (R), **Gary Hart** (D), **Ken Salazar** (D), and **Timothy Wirth** (D), and Colorado's former Governors --- **Dick Lamm** (D), **Bill Owens** (R), and **Roy Romer** (D).

All four hours of "Colorado Election 2010: The Final Word" will be broadcast immediately before the November 2nd General Election. **This will make it a critically important source of information for many last-minute and/or undecided voters.** The first four half-hour segments will broadcast in Prime Time on **Sunday, October 31st**, between 8:00 pm and 10:00 pm by **K3 Colorado (KCDO-TV)**. The second set of four half-hour segments will be broadcast on Election Eve, **November 1st**, in Prime Time, also between 8:00 pm and 10:00 pm by **K3**. No other television station in Colorado is dedicating these critical Prime Time blocks to such public affairs programming.

The programs will be available on the Web at www.Colorado2010.com and will be offered for rebroadcast to the other broadcast partners of USA Talk Network, Inc., the producer and owner of all the election programs. The programs also will be offered to all of USA-TN's print and electronic **Publishers Advantage** partners as a way to ensure the shows are available to the maximum number of registered voters across the State of Colorado. Publications such as "**The Denver Daily News**," "**The Colorado Statesman**," "**InDenverTimes**" and other print and online publications already have agreed to promote the special "Final Word" programs to maximize viewing.



"Colorado Election 2010" is viewed by the State's opinion-leaders and decision-makers – elected and appointed officials, businesspeople, and the politically-active citizens -- from the worlds of Media, Government, Politics, and Business. Host Aaron Harber is uniquely qualified due to his extensive broadcast and political experience as well as his nonpartisanship and his intimate knowledge of key issues and the political process (see <http://HarberTV.com/AboutBio.html>). Aaron was graduated from **Princeton University's Woodrow Wilson School of Public & International Affairs** with his A.B. concentration in Economics. He received his graduate degree from **Harvard University's John F. Kennedy School of Government** with his Masters degree in Public Administration focused on

(1) Ethics in Government, Politics and Business, and (2) Campaign Finance regulation in all 50 states.