

50 PLUS REPORT TV SEGMENTS

50 Plus Report TV News and Information

The **50 PLUS REPORT TV** is a series of short 1:30 – 3:00 min. interstitial news and information segments, focusing on the interests of America's most powerful and growing demographic: 50 and older. The 50 PLUS REPORT TV segments are produced for a variety of media outlets: (*TV Syndication, Online Channel, Online Magazine, Social Media and Public Outlets*).



The pre-produced segments are designed to be programmed into local morning shows, TV newscasts and talk shows. The segments cover a variety of topics from technology to finance, health, fashion, fitness, beauty, travel, nutrition, entertainment, business and human interest. The **50 PLUS REPORT** segments highlight a fresh and innovative new world twist to interstitial programming. Our useful and informative packages of news, human-interest stories, money-saving advice, lifestyle tips and trends, are helpful to many...but of particular interest to the 50+ generation.

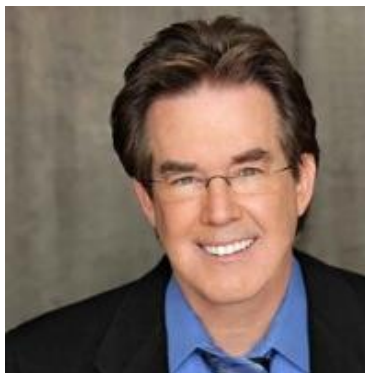
50 PLUS REPORT NEWS TEAM

Barbara Valentine, Reporter/Host/Executive Producer



Barbara Valentine has over thirty years of experience in news and entertainment and has traveled the world as a documentary producer/reporter and served as Executive Producer on hundreds of TV productions. As a two-time Emmy award winning producer/host, Barbara is passionate about bringing important and timely news and information to the fastest growing demographic in the U.S, the 50+. She founded Raval Media Group, a digital media production company in Studio City, CA, in 1995 where she has produced hundreds of digital media productions for some of the largest manufacturing, distribution and entertainment companies in the world. With a degree in Journalism from Point Park University in Pittsburgh, PA, Barbara is listed in WHO's WHO of America Women in Business. Her commitment to quality and excellence has resulted in numerous Industry awards and recognition. Barbara has created the 50 PLUS REPORT TV segments and Online magazine and serves as Executive Producer and Reporter for the news segments and Editorial Director of the 50 PLUS REPORT Online Magazine.

Mark Alyn, Reporter/Host/Producer



An award-winning host and producer, Mark Alyn is a storyteller at heart. He has created television, video and radio projects designed to entertain, inform and educate people on topics that range from finances to active lifestyles, with an emphasis on food, travel and health. With over 30 years experience in the media, Mark has interviewed thousands of people from all walks of life including political figures, newsmakers and authors. From anchoring the news to field reporting, hosting talk shows and producing, he has a wealth of media experience. You can hear Mark on "*Late Night Health*," a weekly radio show that is syndicated around the country and on the 50 PLUS REPORT Online Magazine, featuring traditional, complementary and integrative health care information and medical-oriented guests. Mark also brings a unique perspective to The 50 Plus Report with his keen sense of humor and congenial style of reporting. His reports and features illustrate that age is nothing more than a number.

Sierra Scott, Reporter/Host/Producer



A Television News Anchor for 28 years, Sierra Scott now hosts TWO television shows on KSCW-TV in Wichita, Kansas. She is the Co-Host of “The Brett and Sierra Show” and host of “It’s ALL Good” that airs Sunday nights at 7:30pm in Wichita. A documentary she hosted on “Darfur,” premiered in Washington, DC and was also screened at the Film Festival in Toronto. Before going back to Kansas to be near her family, Sierra was the main anchor in Tampa, Florida; Tallahassee, Florida; Waco, Texas; and a morning anchor in Joplin, Missouri. Sierra has won numerous broadcasting awards, including AP awards for “Best Feature” and “Best Newscast.” Her first love is traveling and she spent a week in each of 180 cities in 48 states, and 27 different countries including Cuba and Sudan. Sierra has also been a contributing writer for “Women’s Focus Magazine” and has hosted a weekly radio show on 105.3 the BUZZ in Wichita. She has won numerous broadcast awards, including an AP award for “Best Feature” and 2 awards for “Best Newscast.” Sierra graduated with a degree in Broadcast Journalism from Kansas State University in Manhattan, Kansas.

Saro Solis, English and Spanish Speaking Reporter/Host/Producer



Originally from Illinois, Saro Solís trained at Second City in Chicago. He also trained at the Noyse Cultural Center in Evanston, IL. His on-stage performances include several renown productions at Chicago’s Royal George Theatre. Saro is fluently bi-lingual and hosts the 50 PLUS REPORT segments TV in both English and Spanish. Saro appeared in many independent films and received the prestigious Chicago Latino Film Festival award that was presented at the Tribeca Film Festival in 2004 when he moved to Los Angeles to further his television and film career. His other accomplishments include “El Muerto” starring Wilmer Valderrama of, “That 70’s Show, and a vast array of voice-over productions, ranging from being one of the voices in Beverly Hills Chihuahua, the Spanish speaking voice of St. Peter for Red Bull and Pepsi Max commercials as well as educational documentaries on human rights abuses and violations. Saro has appeared in countless TV and radio commercials and appeared as Host on various projects.

Germany Kent, Reporter/Host/Producer



Germany Kent is a TV journalist with numerous credits as an accomplished Host, Reporter, Film/TV and Commercial Actress and Author. She has appeared in TV shows such as *Jessie*, *Criminal Minds*, *Graceland* and featured several times in *Star Trek: Into Darkness*. Germany has achieved impressive commercial success appearing in TV commercials for Nike, Coors Light, Verizon, Dove, and multiple spots for Disney. On the red-carpet, she has interviewed Oscar, Golden-Globe, Emmy, and Grammy-Award Winning Actors and Performers as well as Sports Moguls, famed Producers & Directors, political figures and

business leaders. Germany is a sought-after correspondent, ranking as one of the country's top social media leaders, having authored ten non-fiction social media books on (mind, body, & spirit) titled, *The Hope Handbook Series* and *You Are What you Tweet*, which have all received great reviews. Germany has a Masters degree and is an Honor graduate of The University of Alabama Tuscaloosa where she majored in Public Relations, and attended on a Full Scholarship.

Ernie Castelo, Reporter/Host/Producer



Ernie Castelo has been a broadcast journalist for more than 22 years. He specializes in feature reporting and TV news as a news anchor, host, reporter, as well as behind the scenes as a news director, writer, executive producer, and producer. Ernie serves on the Board of Directors for the Radio and Television News Association of Southern California (RTNA) which conducts the Golden Mike Awards. Throughout his career, he has covered politics, crime, business, health, sports, human interest, and entertainment. As the President of the RTNA Scholarship Foundation, he is responsible for awarding scholarships to broadcast

journalism students enrolled in Southern California colleges and universities. Ernie is also co-host of a radio podcast called *Mind the Business* for entrepreneurs and small business owners and is on the Board of Directors for the non-profit organization, Crime Survivors, Inc. Ernie holds a Bachelor of Science degree in General Business from The University of the State of New York. He is also a graduate of The Magid Institute and is a U.S. Navy veteran.