



Thanks for your interest in a television segment on *The Horse Show with Rick Lamb*.

Because we get so many inquiries of this type, I've prepared this letter to provide some basic information. If your questions are not fully answered, or if you would like to submit a proposal, please email me at lambemail@aol.com. Please do not call at this stage.

Costs

We do not sell program segments. However, we do ask the beneficiaries of the publicity generated to reimburse us for the hard costs associated with making the segment. A flat amount is computed and must be paid in advance. We do not produce speculative segments or participate in any sort of profit-sharing arrangement.

Spokesman

You must have at least one person available who is knowledgeable, articulate, and willing to appear on camera in an interview on the subject. The main quality we want is enthusiasm.

Supporting Video

It helps immensely if you have supporting video to add to whatever we shoot. Naturally, we prefer professional video, but even amateur video may be useful in telling the story.

No Guarantees

Occasionally we will shoot a segment and decide not to use it. This is very rare, but it does happen and you need to accept this risk. Sometimes there are technical or weather problems. Sometimes the subject isn't as interesting as we thought it would be. Sometimes the performances on camera are lacking. Whatever the reason, if a segment does not measure up, it will not go on the air. Period. We don't want to waste our time and your money, so we do everything humanly possible to avoid this. If the risk is not acceptable to you, we will not shoot the segment.

Proposal

If, after reading this, you are still interested in moving forward, please email me with your proposal. We will consider it in light of the other segments we have planned.

Thanks again for your inquiry.

A handwritten signature in black ink that reads 'Rick'.

Rick Lamb
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