



## MISSION STATEMENT

### CONCEPT OVERVIEW:

The mission of Lightbridge Media is to use the enormous power of the mass media to bring authoritative, authentic information about integrative wellness to the widest possible audience via TV, radio, live events and the Internet.

The first step in accomplishing this is the launch of *Healing Quest*, a series of half-hour television programs based on the booming interest in integrative health and natural approaches to well-being. We subscribe to the philosophy that healing is a lifelong journey toward wholeness. The wholeness we seek is far more than the absence of physical illness. It is a condition of optimum wellness of Mind, Body and Spirit.

### AUDIENCE REACH:

We believe *Healing Quest* will quickly become a very successful franchise series for local PBS stations and we intend to provide 26 new episodes a year for many years to come.

In addition we plan to produce one-hour specials for such cable networks as Lifetime, Oxygen, and Discovery. Also for television we plan to produce five 90-second news inserts a week for use within local newscasts across the country.

In addition to television, we plan to produce national radio programming, a major broadband portal with informational and transactional elements, and live *Healing Quest* events co-sponsored by local PBS stations.

### FINAL THOUGHT:

Bill Bernbach, a legendary figure in the U.S. advertising industry, once said: "All of us who professionally use the mass media are shapers of society. We can brutalize it, or we can lift it to a higher level."

Obviously the mass media, especially television, currently has abundant content aimed at the lowest common denominator. *Healing Quest* offers an opportunity to help lift our society to a higher level. We believe *Healing Quest* has enormous potential to help millions of people lead healthier, more holistic lives.

We appreciate your interest in *Healing Quest*.

--Judy Brooks and Roy Walkenhorst