

2008: *the year of infinity*

The Higgens Company's
REFLECTION & OUTLOOK REPORT

A MESSAGE FROM JEFFREY HIGGENS

The Higgens Company has always been committed to providing services and entertainment for anyone and everyone. This year is what we at The Higgens Company are calling the year of infinity. I personally believe this year is full of infinite possibilities, infinite ideas, and infinite growth potential. Last year we introduced Higgens Media, a merger of all of our service divisions. Higgens Media has thrived and has increased our clientel.



This year we are focusing our efforts on improving our entertainment divisions. For the past few years we have been offering audiences world-wide the opportunity to download music for free from RJ Woessner, and we plan on continueing our partnership with this independent music artist. But moving away from that of music, we are focusing on video series and multimedia content.

Last December Higgens Productions showcased "Countdown to Christmas" presented by 72 Theatre. Actors, writers, and crew members came together to create this series of twenty-five videos leading up to Christmas Day. We were testing the waters to see what sort of response we could acquire with this original, entertaining series. The feedback was great, even with the little advertising we did.

The 72 Theatre format paved the way to what we will be showcasing this fall. This fall we have decided to give television a new home - on the web. The official network name will by The Higgens Network and will showcase short films, as well as original series, in a format similar to television. Unlike television, videos will be on-demand. We also have more features on this new division in development, and we can't wait to share it with you.

Here's to looking to the future!

A handwritten signature in black ink, appearing to read "Jeffrey D. Higgens". The signature is stylized and written over a horizontal line.

Jeffrey D. Higgens
Founder & CEO
The Higgens Company



TWO-THOUSAND-EIGHT
THE YEAR OF INFINITY

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A silhouette of a man in a suit stands in the center of a futuristic, blue-toned environment. The background features a city skyline on the left and a bright, glowing horizon. The overall aesthetic is clean and modern, with a focus on light and shadow.

SERVICE DIVISIONS

infinite possibilities

Higgins Media is a merger of HigginsHosting, Media Arts, Higgins Video Services, and Higgins Web Development that took place on February 24, 2007. The merger was a seamless transition in the way the company did business and has resulted in many beneficial video and web productions.

2007/Jan 2008 Completed Video Productions

- Missoula Children's Theater presents The Little Mermaid
- Product Presentation*
- Missoula Children's Theater presents Alice in Wonderland
- Wedding* Video
- Christ United Methodist Church: The Naptown Experience
Mission Trip Highlight Video Segments
- Indian Classical Dance Performance*
- Broadway Application*
- Mount Auburn United Methodist Church 30-Hour Famine
Highlight Video

2007/Jan 2008 Completed Web Productions

Sarah's Hallmark Gold Crown Store Web Design / Programming
MI Contacts Web Programming
BSU Late Night Television Web Redesign

2007/Jan 2008 Completed Publications

Depauw University "Pay It Forward" Campaign Teaser Poster Design
Sarah's Hallmark Advertisement

Current list of web clients

BSU Late Night TV <http://bsulatenight.com>
Personal Feat, Inc. <http://personalfeat.com>
Sarah's Hallmark <http://sarahshallmarkshop.com>

*private service for an individual.

Hosting + Web + Video + Graphics

an example of how beneficial the merger of the four service divisions into one is.

Higgins Media shifted BSU Late Night Television's website from bsulatenight.net to bsulatenight.com, and through working with them created an amazing new website that truly shows just how much the merger helps.

Hosting

BSULateNight.com is hosted on the Higgins Web Server.

Web Development

Higgins Media designed the site from the ground up. The new site features an audience mailbag so viewers can submit content in real time to show personnel. The use of discussion boards also facilitates producers of the show.

Video

Higgins Media compresses video so it may be viewed on the web. The new webisodes are much larger than past seasons, and the viewers benefit.

Graphics

Web graphics are more interactive than ever before, along with matching the overall look of the show. This is one way viewership was increased online.



BSULateNight.com



Audience Mail-bag

Joe and Landon want to hear from you! Send in your question and it may appear on air. Tell us your email so you can be notified if it will be answered on air, and include your city and state, because we like to know where our viewers are from!

Name*:

Question*:

Location:

Email:

*=Required.

Viewer interaction is important with keeping viewers connected





STUDIO ENTERTAINMENT
infinite takes

Higgins Productions is getting ready for a productive year in providing the new Higgins Network with quality entertainment content. Higgins Productions will also be distributing PROJECT: LIFE for the first time ever to the general public on DVD in fall of 2008.



Alan Hagedorn stars in Higgins Productions PROJECT: LIFE

Along with providing more entertaining series, such as the return of WNWS74, Higgins Productions will be starting a project projected to be finished in 2009 titled Christ In America. Pre-production has already begun and production will begin in Summer 2008.

Higgins Productions will be searching for actors for the more than five new series scheduled to be filmed and finished by fall 2008.



Sam Householder hosts The Tour of LaFollette

www.higginsproductions.com





A photograph of a window with a white frame and a dark ledge, with a white surface in the foreground. The text "MEDIA NETWORKS" and "infinite plots" is overlaid on the image.

MEDIA NETWORKS

infinite plots

The Higgens Network is an internet media network that works just like a television and that rides off of the success of 72 Theatre. The series have been cross-tested with audiences of 72 Theatre as well as BSU Late Night Television, which broadcasts to Muncie, Indiana as well as world-wide online. Ever since the series of 72 Theatre were placed on the late night show, viewership has soared and it predicted to double from last month.

The Higgens Network will air WNWS 74, also known as News 74, with new anchors this fall. Scott Hanneman, who plays the part of weatherman Tony Crawford on WNWS 74, is scheduled to return.



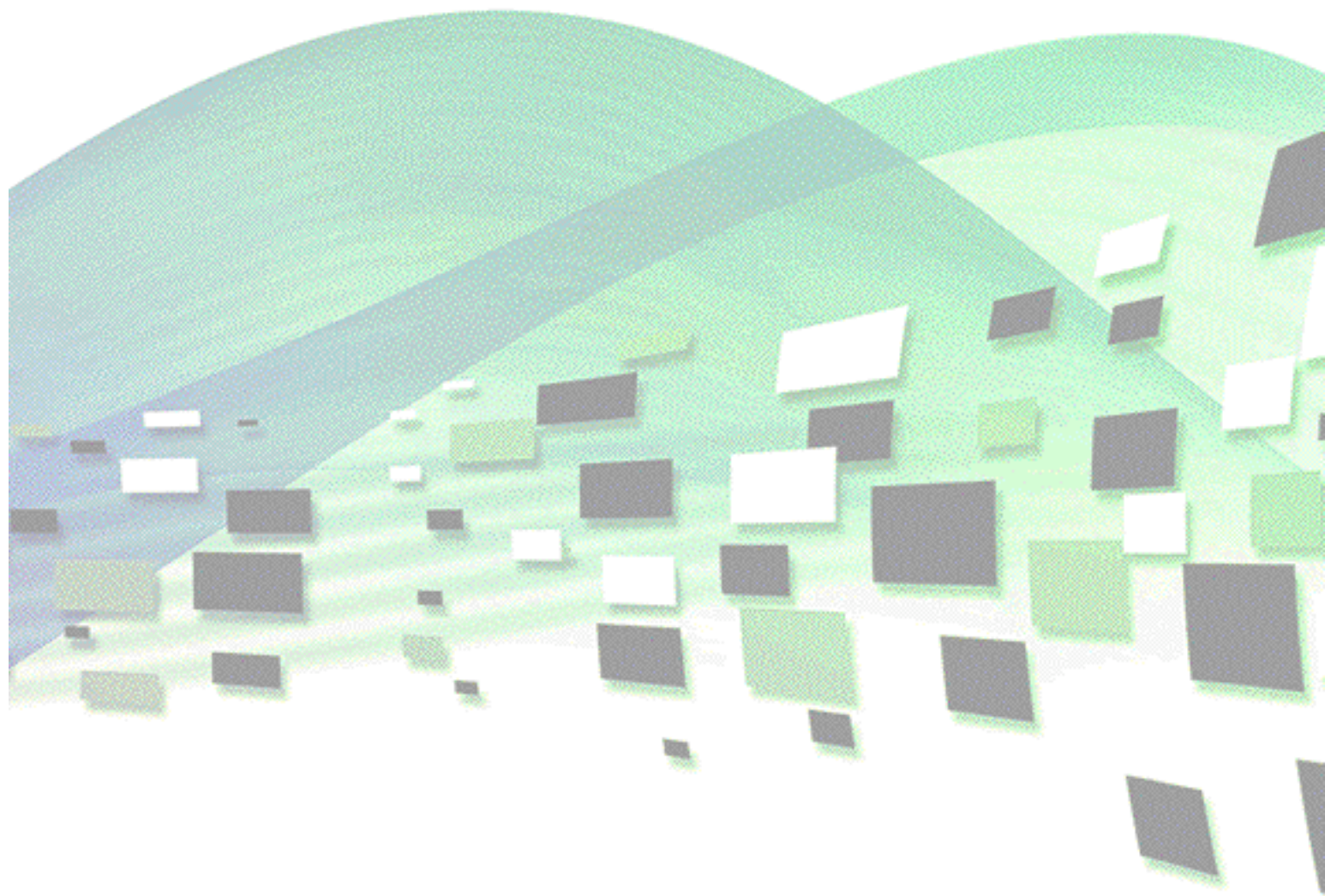
BSU Late Night Television aired pilots for The Higgens Network

The Higgens Network will be searching for corporate sponsors to air television series, which is a part of the overall business model for an online television network.

The Higgens Network will start airing teasers online this summer, and beta testing of different functions will begin as early as this spring.



*Scott Hanneman is weatherman Tony Crawford on **WNWS74**. He is scheduled to return during season one.*



VIDEO RATINGS (BASED ON VIEWERS)

- 1. ChristmasTown's Hot Cocoa Mix**
- 2. Dream On.**
- 3. Cereal Killer PSA**
- 4. ConsumerCo.**
- 5. Inspira Clock**
- 6. News 74: Weather with Tony**

top6



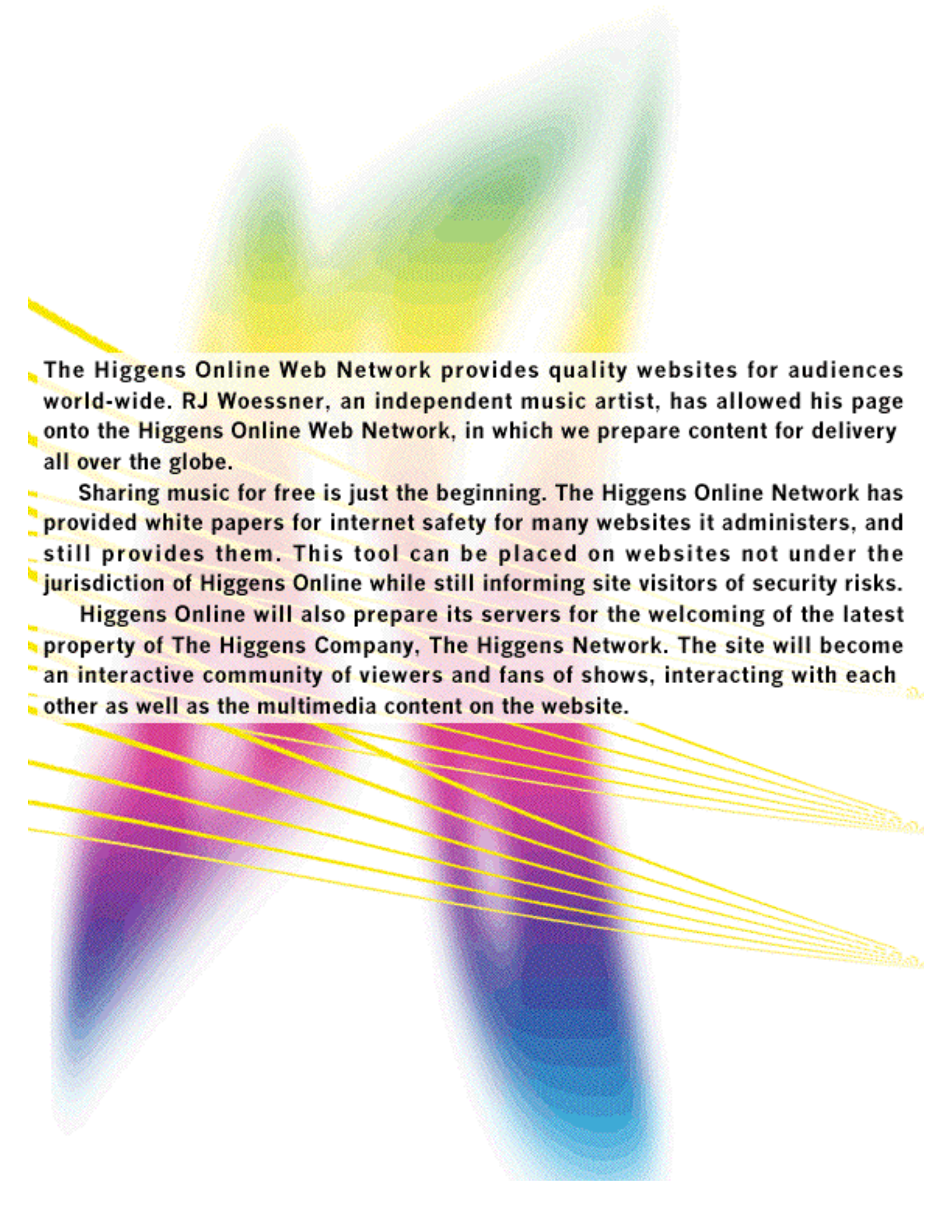
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HIGGENS ONLINE NETWORK

infinite destinations



5e8€52e'882€e2'e8a'e2
22'8a2'5e8€52e'882€ e2



The Higgens Online Web Network provides quality websites for audiences world-wide. RJ Woessner, an independent music artist, has allowed his page onto the Higgens Online Web Network, in which we prepare content for delivery all over the globe.

Sharing music for free is just the beginning. The Higgens Online Network has provided white papers for internet safety for many websites it administers, and still provides them. This tool can be placed on websites not under the jurisdiction of Higgens Online while still informing site visitors of security risks.

Higgens Online will also prepare its servers for the welcoming of the latest property of The Higgens Company, The Higgens Network. The site will become an interactive community of viewers and fans of shows, interacting with each other as well as the multimedia content on the website.

I N F I N I T E
E X P E R I E N C E I T A L L Y E A R

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