



WE HOLD these TRUTHS

FIVE-PART TV SERIES



EXECUTIVE PRODUCER
MARK HAMILL



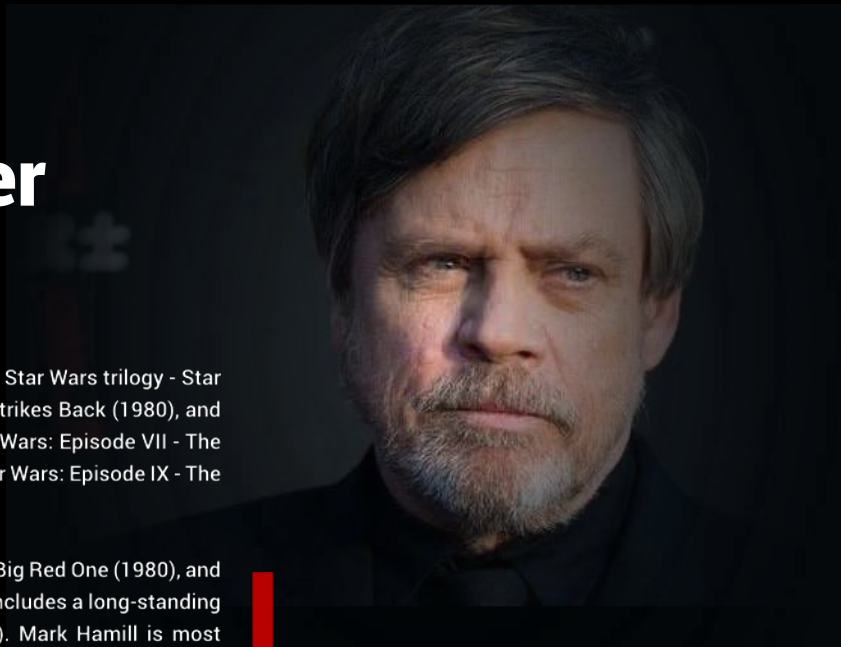
Center for
Civic Education

A CENTER FOR CIVIC EDUCATION
& CAPITAL MEDIA GROUP INC
PRODUCTION

Executive Producer Mark Hamill

Mark Hamill is best known for his portrayal of Luke Skywalker in the original Star Wars trilogy - Star Wars: Episode IV - A New Hope (1977), Star Wars: Episode V - The Empire Strikes Back (1980), and Star Wars: Episode VI - Return of the Jedi (1983) - a role he reprised in Star Wars: Episode VII - The Force Awakens (2015), Star Wars: Episode VIII - The Last Jedi (2017) and Star Wars: Episode IX - The Rise of Skywalker (2019).

Hamill also starred and co-starred in the films Corvette Summer (1978), The Big Red One (1980), and Kingsman: The Secret Service (2014). Hamill's extensive voice acting work includes a long-standing role as the Joker, commencing with Batman: The Animated Series (1992). Mark Hamill is most recently known for his role in the movie - The Life of Chuck (2025).



MARK HAMILL

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On July 4, 2026, the United States commemorated the Declaration of Independence's 250th Anniversary. The Declaration was America's foundational document, laying before the world the self-evident truths of a free and fair republic, and it's famous second paragraph begins with these words: **"We hold these truths..."**

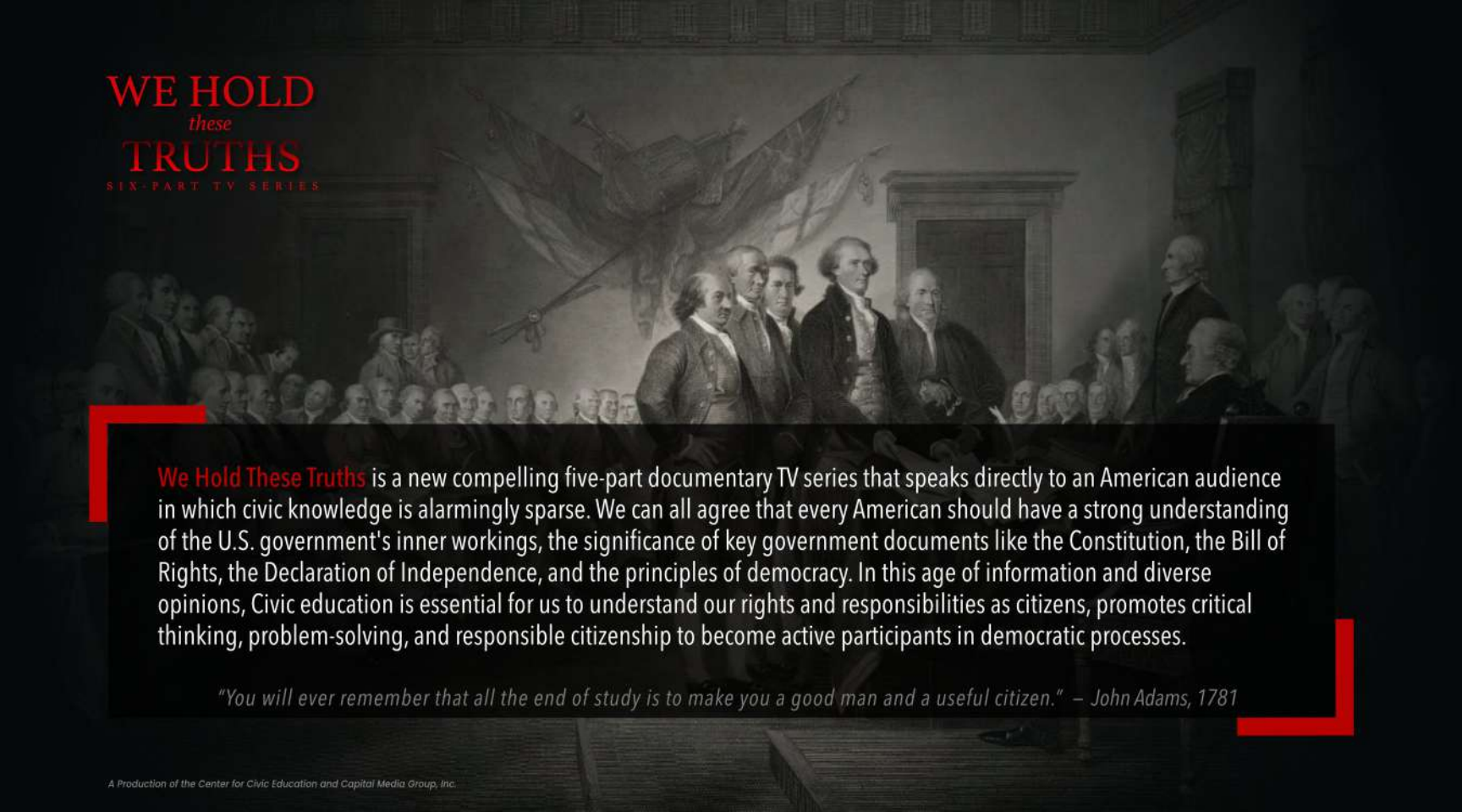
The 2026 Semiquincentennial celebration is a launching point for America to reconnect with our founding principles as we enter into 13 years of civic milestone celebrations leading to the 250th anniversary of the U.S. Constitution. Not only is civic education a worthy cause, it is a vital part of any democracy.

In CONGRESS, July 4, 1776.

DECLARATION,

By the REPRESENTATIVES of the
UNITED STATES OF AMERICA,
In GENERAL CONGRESS Assembled.

Research shows, however, that knowledge regarding basic government principles and operations is surprisingly low in the United States. According to an Annenberg Public Policy Center survey, **one-third of Americans could not name all three branches of their government, and two-thirds could not name three of the five First Amendment rights.** The results are even more disheartening when it comes to state and local politics. It's time to begin filling that education gap in a modern, engaging, and even humorous way. The Center for Civic Education and Capital Media Group, Inc, are launching a national initiative to increase civic knowledge and citizen engagement.

The background of the entire page is a historical painting depicting the signing of the Declaration of Independence. It shows a large group of men in 18th-century attire gathered in a grand hall. A large American flag is prominently displayed in the center background. The scene is dimly lit, with light coming from windows or a central light source, creating a solemn and significant atmosphere.

WE HOLD *these* TRUTHS

SIX-PART TV SERIES

We Hold These Truths is a new compelling five-part documentary TV series that speaks directly to an American audience in which civic knowledge is alarmingly sparse. We can all agree that every American should have a strong understanding of the U.S. government's inner workings, the significance of key government documents like the Constitution, the Bill of Rights, the Declaration of Independence, and the principles of democracy. In this age of information and diverse opinions, Civic education is essential for us to understand our rights and responsibilities as citizens, promotes critical thinking, problem-solving, and responsible citizenship to become active participants in democratic processes.

"You will ever remember that all the end of study is to make you a good man and a useful citizen." – John Adams, 1781

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SIX-PART TV SERIES

This new series, **narrated by Mark Hamill**, will be brought to life by the actors, comedians, and public figures that Americans across the country hold close to their hearts. This informative series will engage the viewer across multiple media platforms in an entertaining and relevant manner the entire family can enjoy.

Politics is the ongoing conversation about how to define the common good, who gets to define and how best to fulfill it. This apolitical series will provide adults and young people everywhere with a common factual starting point for these conversations and civil dialogue which is indeed, the engine of democracy.

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SIX-PART TV SERIES

Scholars, Actors, and Comedians

Scholars & Star Actors

Driving Engagement

A Timely TV Series For All Americans

This series will be scripted and delivered by a group of university scholars, civic leaders, educators, and historians who will advise and provide input and direction into the scripts of all five episodes to ensure accuracy and an apolitical delivery of this historical accurate information. You might think this sounds like a Ken Burns documentary. Well, yes... and no. We will rely on the scholars for the backbone of this series but it will be the actors and celebrities that make this content memorable.

This series will be inviting actors and comedians that have taken on the role of the U.S. President or Vice President in film or TV (fact or fiction). Our talent invitation list includes: Harrison Ford, Viola Davis, Angela Bassett, Lin-Manuel Miranda, and comedians such as Will Ferrell, Maya Rudolph, Dana Carvey, and Amy Poehler.



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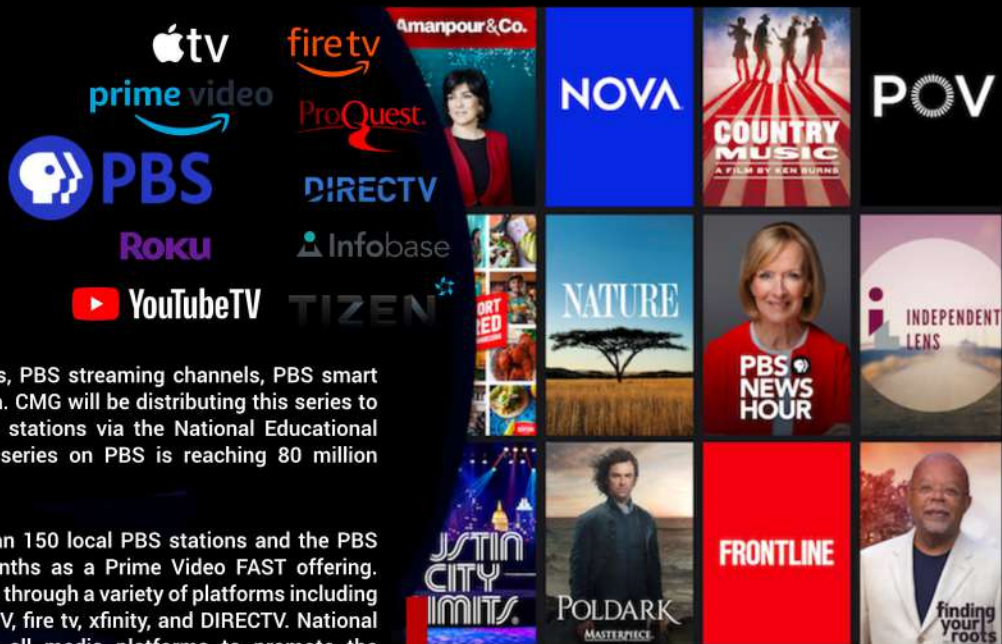
Reaching U.S. Households via Broadcast, Streaming, and On-Demand

TV Distribution

Public Television Series

Distribution of this series includes PBS broadcast stations, PBS streaming channels, PBS smart phone apps, and the largest streaming channels in America. CMG will be distributing this series to member PBS stations and non-affiliated public television stations via the National Educational Telecommunications Association (NETA). CMG's current series on PBS is reaching 80 million households primarily during Peak and Prime Time.

In November 2024, PBS and Amazon announced more than 150 local PBS stations and the PBS KIDS Channel would launch ad-free over the coming months as a Prime Video FAST offering. Alongside Prime Video, PBS programming remains available through a variety of platforms including the pbs.org website, Hulu + Live, YouTubeTV, Roku, AppleTV, fire tv, xfinity, and DIRECTV. National PSA spots will also be created and distributed across all media platforms to promote the educational value of this series to Americans young and old.



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 **Trusted**
For 22 years



TRUSTED. VALUED. ESSENTIAL.

2025

For 22 years,
PBS is #1 in public trust.



of Americans say
it is important
for the country to
have a strong public
television system.



of Americans say
PBS has an important
role in providing
emergency alerts
to the public.



PBS is the
most trusted
news and public
affairs network.

- PBS is for every American. That's why we reach every community in America.
- 58% of all U.S. television households (over 130 million people) tune into PBS member stations over the course of a year.
- 60% of our audience lives in rural communities.
- Americans across the political spectrum watch PBS. Nearly two-thirds of our audience identifies as Republican or Independent (63%).

WE HOLD these TRUTHS

SIX-PART TV SERIES

Content Reflecting America



65% of Americans who voted for the current Administration say PBS is either underfunded or adequately funded. That's because in reality, PBS and our member stations have programming that caters to viewers of all backgrounds and political affiliations across the nation. PBS aims to represent and reflect the diverse communities it serves and reflects the nation's diversity.

For example, *FIRING LINE* with Margaret Hoover creates a forum for people with a wide range of views to respectfully share ideas. In recent years this has included Former House Speaker Newt Gingrich, political pundit Bill O'Reilly, Senator Joni Ernst, Governor Chris Sununu, Secretary for the Interior Doug Burgum, Ohio gubernatorial candidate Vivek Ramaswamy, Senator Tim Scott, and many more.

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Academic and Library Distribution

Academic Distribution

Inside Classrooms and Libraries

40 Million Students and Teachers

This series will become an essential educational resource for the next generation of responsible U.S. citizens. Combined, the Center for Civic Education and CMG reach more than 40 million students and teachers each year inside 77,000 U.S. K-12 classrooms, 400 universities, and 26,000 public and academic libraries worldwide. Teachers across the nation will continue to use the series in their classrooms, schools, and communities for more than a decade as we continue to celebrate commemorate our constitutional history.

CMG's distributes scholarly information to a global audience through libraries and academic institutions that subscribe to their services, connecting audiences with the knowledge they need.

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In The Classroom Implementation

Instructional Materials

Teacher Professional Learning

National Network of State Civics Partners

Through the Center for Civic Education's renowned teacher institutes, hundreds of teachers and thousands of their students will have immediate access to the series to bring directly into their classrooms and integrate into their civic education practices.

Drawn from across all 50 states and DC, over 100 teachers and the Center's Civics Mentors network will convene at a summer institute to engage in the deep constitutional and civic learning incorporating We Hold These Truths as part of their classroom instruction implementing the Center's flagship program: We the People: The Citizen and the Constitution.



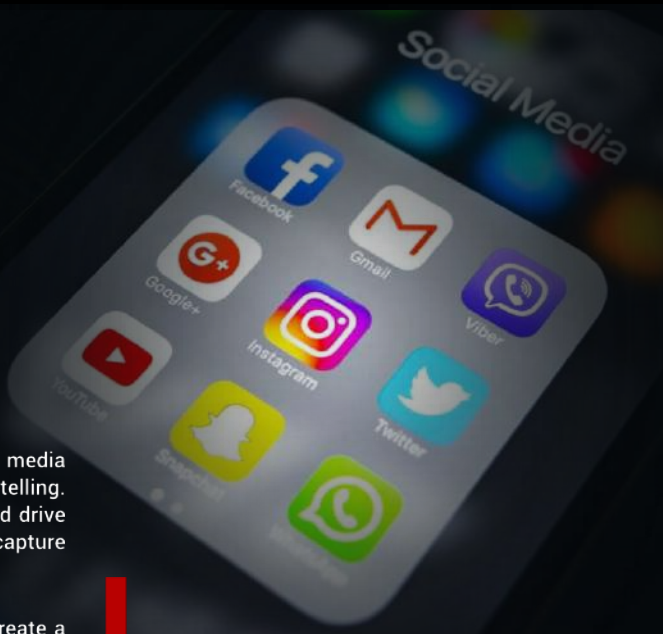
Social Distribution

Reaching Millions with Short Clips

Designed To Generate Engaging Clips

This series will be designed to have short engaging social media clips for optimal social media videos exposure. Social videos are highly valuable for engagement, brand building, and storytelling. The consistent use of social videos can enhance brand visibility, improve conversions, and drive action. Short-form videos, in particular, are favored for their quick delivery and ability to capture attention on platforms like TikTok, YouTube Shorts, and Instagram Reels.

Social media algorithms often prioritize video, leading to higher organic reach and help create a memorable experience, foster connections, and build brand loyalty. Videos can be persuasive and influence consumer behavior, driving an increase in civic action and knowledge.



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Audience Reach

- 80 Million U.S. Households

PBS streaming channels on Prime Video, Hulu, Apple TV, Direct TV, YouTube TV, PBS OTT channel, the PBS IOS / Android apps via the National Educational Telecommunications Association (NETA). PBS and non-affiliated public television stations broadcast primarily during Peak and Prime Time.

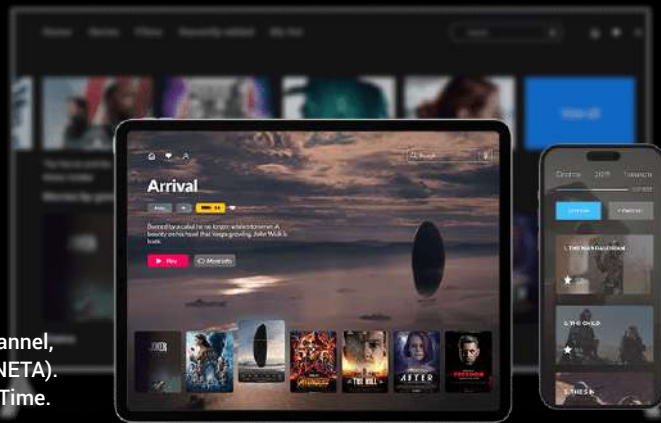
- 40 Million Students and Teachers

This series will become an essential guide for the next generation of responsible U.S. citizens reaching into 400 universities, 77,000 K-12 schools, 26,000 public and academic libraries worldwide.

- 15 Million OTT / IOS / Android Subscribers

Over 15 million users access PBS-owned streaming platforms each month to watch their favorite TV content when and where they want.

Broadcast, Streaming, OTT, and IOS / Android APP



*Multiple Cable TV
Network distribution
relationships are
currently being
explored.*

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Short-Term & Long-Term ROI

Decades of Branding

Evergreen Educational Series

The 250th Anniversary is just the beginning.

The July 4, 2026 Semiquincentennial celebration kicks off **13 years of U.S. civic celebrations leading to the 250th anniversary of the U.S. Constitution**. This series will continue to be relevant as current events continue to challenge the framework of our constitutional democracy, also described as a constitutional republic or representative democracy.

Associating your brand with a celebration of the Declaration of Independence is as **"Americana"** as it gets. Consumers purchase from brands that reflect their self-concept. This series represents a powerful opportunity for our sponsors to strengthen emotional connections with their customers as Americans reflect on these important milestones.



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PBS Compliant Recognition

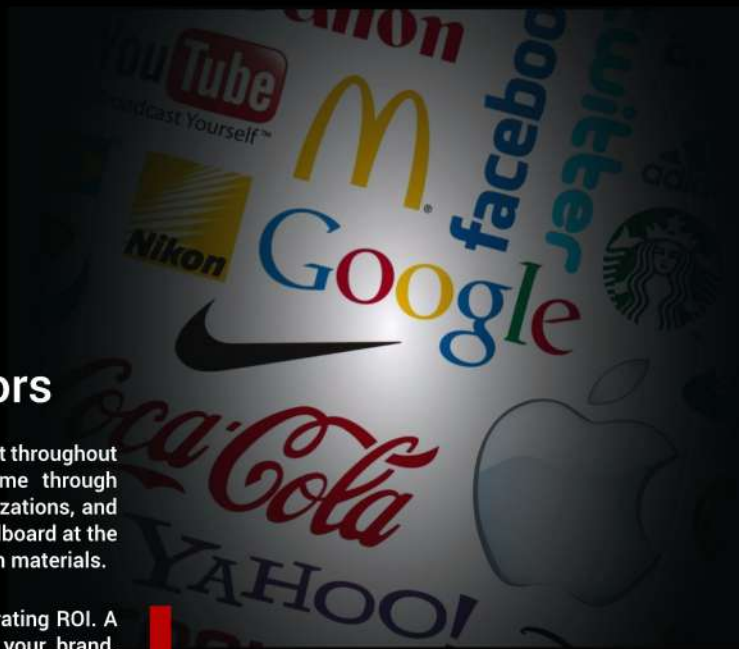
Sponsor Recognition

\$12 Million Of National Recognition

A Trusted Network with Valued Sponsors

This series adhere to Public Televisions production and funding guidelines which persist throughout every episode, regardless of the funding source(s). Support for this series come through sponsorship from industry stakeholders, private family foundations, non-profit organizations, and for-profit companies. Supporters are acknowledged through a PBS compliant video billboard at the open and close of each program across all media platforms and on all of the classroom materials.

More and more businesses are realizing they can make a positive impact while generating ROI. A public media sponsorship creates brand lift while showcasing the core values of your brand. Audiences are increasingly dedicated to supporting brands and organizations that share their values. Every American is interested in celebrating the Semiquincentennial.



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Cross-Promotion Collaboration

Cross-Promotion

National Collaboration & Integration

250 Year Civic Anniversaries are here!

The Center for Civic Education is interested in developing mutually beneficial cross-promotional opportunities and marketing partnerships to collaborate on joint social media campaigns, co-hosted events, or shared merchandise. By aligning with companies who have complementary styles and values, we can reach and impact greater numbers of the audience.

This powerful marketing strategy can increase brand awareness and product sales by exposing companies to various audiences. The goal of our cross-promotion strategy should be to strengthen brand identity – not diminish it. The companies in our cross-promotion partnerships need to be on the same page with clearly defined, and common, goals.



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Platinum Sponsorship

Program Underwriting

Meaningful National Recognition

Platinum Sponsorship: \$180,000/episode

The \$900,000 Platinum sponsor is recognized via a 15-second PBS-compliant branded video billboard on all episodes across all public television broadcasts, OTT channel, web, and smartphone app distribution platforms nationwide and across all academic and library distribution globally in perpetuity. Sponsors are recognized in a national press release and invited to collaborate with the Center for Civic Education on a cross-promotional campaign which includes additional branding opportunities on educational materials associated with the use of this series in the classroom.

Beyond the benefits of TV broadcast, this digital sponsorship package is the most coveted placement because it reaches PBS' engaged audience of subscribers, streaming viewers, and website visitors.



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Gold Sponsorship

Program Underwriting

Meaningful National Recognition

Gold Sponsorship: \$170,000/episode

The \$850,000 Gold sponsor is recognized via a 15-second PBS-compliant branded video billboard on all episodes across all public television broadcasts, OTT channel, web, and smartphone app distribution platforms nationwide. This branded recognition remains across all academic and library distribution globally in perpetuity. Gold sponsors are invited to collaborate with the Center for Civic Education on a national cross-promotional campaign which includes additional branding opportunities on educational materials associated with the use of this series in the classroom.

All sponsors will be recognized in national press releases announcing the PBS launch date for each episode. Sponsors are encouraged to provide a C-Suite quote for the press release.



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Silver Sponsorship

Program Underwriting

Meaningful National Recognition

Silver Sponsorship: \$160,000/episode

The \$800,000 Silver sponsor is recognized via a 15-second PBS-compliant branded video billboard on all episodes across all public television broadcasts, streaming channels, and smartphone app distribution platforms nationwide. This branded recognition remains across all academic and library distribution globally in perpetuity. Just like the Platinum and Gold levels, the Silver sponsor is invited to collaborate with the Center for Civic Education on a national cross-promotional campaign which includes additional branding opportunities on educational materials associated with the use of this series in the classroom.

All sponsors will be recognized in a national press release announcing the PBS launch date for each episode. Sponsors are encouraged to provide a quote for the press release.



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Friends of Independence

Program Underwriting

Meaningful National Recognition

Friends of Independence: \$48,000/episode

Friends of Independence (\$240,000 sponsors) are recognized by logo across all public television distribution platforms nationwide. This recognition appears just after the silver sponsors on all PBS television broadcasts, OTT channel, web, and smartphone app views nationwide and on all academic and library distribution globally in perpetuity. All Friends will receive a collection of social media materials to support cross-promotional efforts to promote this educational series. All of the Friends of Independence will be recognized in a national press release announcing the episode's launch date on PBS.

Extraordinarily engaged in their communities and with discretionary dollars in their wallets, public media audiences are well-educated, community-minded, cultured, and value PBS supporters like you.



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This is a national non-profit educational initiative.

Center for Civic Education

Celebrating 60 years of civic education

This national public television series is a nonprofit educational initiative of the Center for Civic Education. The Center is a 501(c)(3) ensuring a free and fair republic by teaching the principles and practice of democracy to millions of educators and their students. Through high-quality instructional materials, teacher professional learning, iterative research of core programs, and student experiential learning, the Center provides transformative nonpartisan civic learning experiences that inspire long-term engagement and foster strong people and communities. The Center's mission is to Promote an enlightened and responsible citizenry committed to democratic principles and actively engaged in the practice of democracy.

Learn more about the Center by visiting www.civiced.org.



Center for
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Producing educational TV series since 2004.

Capital Media Group Inc

Celebrating 23 years of TV production

Capital Media Group Inc (CMG) provides complete television, video, audio, and animation production services including concept development, research, project management, script writing, location coordination, talent search, filming, post-production, graphics, and distribution.

CMG specializes in the production of episodic documentary series for public television and educational distributors. CMG is a member of the National Alliance of Motion Picture Producers, Inc. (2016 - 2025) and is headed by David Holden, Creative Director and Executive Producer. CMG has been producing episodic educational television since 2004 and continues to produce and distribute television content to public television stations, PBS, National Educational Telecommunications Association (NETA), and the local broadcast stations. In 2024, CMG awarded a GSA Contract Holder (UEI: YNW8JX6S3J85) to provide media services to the U.S. government.



CAPITAL MEDIA GROUP, INC.

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This documentary series is an opportunity for Americans to pause and reflect on our nation's past, honor the contributions of all Americans, and look ahead toward the future we want to create for the next generation.

This documentary series is an opportunity for Americans to pause, reflect and reconnect with our founding principles. The objectives set out for this series is to contribute to our country's civic education, spark interest, dialogue, and contribute to an improved understanding of how the U.S. government is designed to function. Not only is civic education a worthy cause, it is a vital part of any democracy. Without sponsorship support this series will not be possible.

Does your company, foundation, or non-profit organization want to be associated with this once-in-a-lifetime celebration of our Nation's founding? Please contact us to learn more about this series and the long-term benefits for our sponsors.

For sponsorship contact: Donna Phillips, PhD, President & Chief Executive Officer, cce@civiced.org
For production details contact: David Holden, Executive Producer, dholden@cmghd.com 561-304-2969