

Save MacGyver
Phase 2 (Part 1)
CBS Email Campaign

Kelly Kahl
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Talking Points

- ☐ Ask to renew, move to Paramount+, or sell the rights
- ☐ Moving to Paramount+ allows for increased revenue with new subscribers and would be economically advantageous
- ☐ Selling would be profitable as well
- ☐ Global audience
- ☐ Streaming is becoming a popular alternative to live TV
- ☐ MacGyver has been a ratings winner on network TV and this would only increase if renewed or moved to Paramount+
- ☐ MacGyver is a huge proponent of STEM and has inspired kids and adults to become interested in science
- ☐ Representation of all groups-highlights importance of all and how success can be achieved for all groups
- ☐ Highlight the campaign, billboards (specific numbers) and site the website (do not mention the paperclips that will arrive-this needs to be a surprise)
- ☐ Let them know of our fundraising for Cancer Research

** Remember to be very polite in the email and highlight which country you are from so they see the global reach

** I also recommend stating we are a powerful and dedicated fandom and will continue to fight. They can easily make the decision of the three options presented and all we would go away

Save MacGyver
Phase 2 (Part 2)
Paramount Plus Email & Phone Campaign

Thomas Ryan (CEO of Streaming)

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@thomasryan-twitter handle

Julie McNamara

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Susan Lundgren

Susan.Lundgren@vimn.com

Kelly Day

Kelly.Day@vimn.com

Robert Bakish (CEO of Viacom)

Robert.Bakish@vimn.com

Phone Number

888-274-5343 (call this as many times as you can asking for MacGyver Season 6)

Email feedback form for Paramount Plus

Talking Points

- ☐ Renewing MacGyver to Paramount+ allows for increased revenue with new subscribers and would be economically advantageous
- ☐ Streaming is becoming a popular alternative to live TV
- ☐ MacGyver has been a ratings winner on network TV and this would only increase if renewed or moved to Paramount+
- ☐ MacGyver is a huge proponent of STEM and has inspired kids and adults to become interested in science
- ☐ Representation of all groups-highlights importance of all and how success can be achieved for all groups
- ☐ Monica Macer-one of a few women showrunners and a woman of color was just being able to show her vision-she had to work in a Frankenstein season
- ☐ Highlight the campaign, billboards and site the website (specific numbers)

****International Fans-tell them you would be a subscriber for the show if it was offered in your country. They need to see the advantages of offering it to more countries.**

Save MacGyver
Phase 2 (Part 3)
Netflix Email Campaign

Reed Hastings
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Ted Sarandos
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Talking Points

- ☐ Global audience
- ☐ Streaming is becoming a popular alternative to live TV
- ☐ MacGyver has been a ratings winner on network TV and this would only increase if moved to Netflix
- ☐ MacGyver is a huge proponent of STEM and has inspired kids and adults to become interested in science
- ☐ Representation of all groups-highlights importance of all and how success can be achieved for all groups
- ☐ Monica Macer-one of a few women showrunners and a woman of color was just being able to show her vision-she had to work in a Frankenstein season
- ☐ Highlight the campaign, billboards and site the website (give specific numbers)

Save MacGyver
Phase 2 (Part 1)
CBS Studios Email Campaign

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Laurie Metrose
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Talking Points

- ☐ Partnering with another studio will be profitable
- ☐ Global audience
- ☐ Streaming is becoming a popular alternative to live TV
- ☐ MacGyver has been a ratings winner on network TV and this would continue
- ☐ MacGyver is a huge proponent of STEM and has inspired kids and adults to become interested in science
- ☐ Representation of all groups-highlights importance of all and how success can be achieved for all groups
- ☐ Highlight the campaign, billboards (specific numbers) and site the website (do not mention the paperclips that will arrive-this needs to be a surprise)
- ☐ Let them know of our fundraising for Cancer Research

** Remember to be very polite in the email and highlight which country you are from so they see the global reach

** I also recommend stating we are a powerful and dedicated fandom and will continue to fight. They can easily make the decision of the three options presented and all we would go away