



The V Channel

“V” for Virtues!

Presentation for VICE Media



CONFIDENTIAL MATERIAL
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The V Channel

What Are Virtues?

Common to people of all cultures, ethnicities and beliefs, virtues are the goodness intrinsic to every human being, or what anthropologists call “Humanity’s hard-wired altruism.”

Virtues from “A” to “Z” include:

**Assertiveness • Compassion • Confidence • Detachment • Determination
Excellence • Generosity • Honesty • Idealism • Justice • Moderation • Obedience
Patience • Peacefulness • Reliability • Respect • Responsibility • Self-Discipline
Tact • Tolerance • Trustworthiness • Truthfulness • Unity • Zeal and many more**

When children (and grownups) understand and practice virtues they activate an inner compass that guides them when choosing between right and wrong, or good from bad. Virtues fuel our capacity to be a good person, a great leader and help us excel at school and in our careers.

Virtues are the attributes of goodness.



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About The V Channel

Currently in development, The V Channel is a nonprofit online media initiative to promote the power of virtues.

The V Channel (TVC) is a group of *virtues activists* who believe there are no ‘bad’ kids, just kids making bad choices. We explore issues facing youth today and share stories, essays and testimonials with parents, teachers and coaches—*everyone who cares for children*—about how virtues empower kids of all ages to overcome adversity, rise above negative influences, and be a ‘good’ person in an often hostile and competitive world.

Along with proven strategies for raising children, TVC produces “Virtues-Driven” digital content---videos, cartoons, games, memes and snaps that educates, entertains and inspires youth to be their very best.

TVC is *not* affiliated with any religious or political organizations.



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The V Channel's Mission

TVC's mission is to engage and inform parents, guardians, teachers and coaches—*everyone who cares for children*—about the power of virtues, and to provide tools to help raise 'good' kids without judgment, preaching or religious dogma.

Creating awareness about **the benefits
of teaching children virtues.**



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Filling a Need

We all want to raise good kids. Yet the demands of daily life along with the pervasive influence of mass media make it difficult to engage children in positive and sincere ways.

There is a need for content that models positive behavior without resorting to stereotypes of what 'good' is.

The V Channel fills the need by producing Edutainment—stories, cartoons, games and videos based on *the what, why and how* of virtues. TVC offers a creative approach to social and emotional learning while providing relevant examples of life's circumstances that youth can identify with.

TVC offers engaging, meaningful and relevant content to share with kids and teens.



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Content Example

In this interview/documentary style video*, **Morgan, TVC's 9 year-old Kid Correspondent**, interviews a young boy from NYC. He tells his story of how he learned to practice the virtue of Courage to overcome fear when he rides the subway to school alone for the first time.



[Click to watch 04:36 video >](#)

*Prototype video to demonstrate concept potential. Actual episodes will be produced by professionals.

Personal stories influenced by the power of virtues.



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Episodes in Development



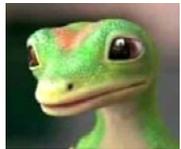
TVC's vision is to produce dozens of Morgan's interviews. Here are a few examples:



Morgan interviews an inner-city basketball coach who teaches Confidence, Self-Discipline, Respect and Fortitude to win both on and off the court.



Looking for Loyalty, Unity and Purpose, Morgan talks with a Brooklyn teen who is tempted to join a gang.



Morgan chats with the GEICO Gecko* about Assertiveness, Confidence, Compassion and Justice to empower kids to stand up against bullying.

*TVC will reach out to GEICO'S Social Advocacy Director to invite the Gecko to be 'interviewed.'

Everyone has a story to tell about the power of virtues.



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TVC Student Filmmaker Project

The **Student Filmmaker Project** was conceived to help film, media and drama students develop their craft while producing positive and meaningful videos based on virtues.

- **Modern day morality tales for the YouTube generation**
- **2-5 minute digital shorts based on the what, why and how of virtues**
- **Variety of genres: drama, comedy, documentary, musical and animation**



Student “V” Videos bring virtues to life.



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Student “V” Video Examples

Youth-to-Youth media depicting teen life and virtues.



[Patience 2:44 >](#)

A high school senior learns patience with the help of her violin.



[Detachment 2:04 >](#)

A young man loses his temper resulting in tragic consequences.



[Reverence 2:44 >](#)

Sisters set aside their digital devices and experience nature.

TVC aims is to engage talented student filmmakers to build an online library of “V” Videos.



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Why VICE and Virtues?

Because "Crest doesn't want to be next to severed heads."

--- Shane Smith



TOYOTA



TVC offers VICE Media a **family-friendly** channel for sponsorships and branded content opportunities.



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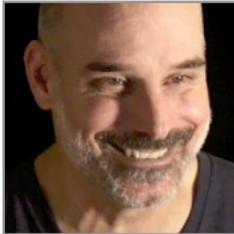
See how VICE can inspire the world's youth to **choose** virtues >



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Contact Scott Feraco

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Before starting **The V Channel**, Scott enjoyed a long and satisfying career in entertainment and advertising.

As a parent, an inner city youth basketball coach and most recently, a school bus driver, Scott has experienced firsthand how virtues empower kids to be their very best. His goal is to develop

The V Channel into an educational media company reknowned for producing meaningful and relevant digital content.

Scott envisions a future where parents, guardians, teachers and coaches inspire kids of all ages to choose virtues.

[Read Scott's Bio >](#)