

For Immediate Release 2-28-13

Press Inquiries:

Keith Moore - CEO, OGTV

Dana Myers- PSP 1, Director of Operations

T: 202-469-3423; email: kmoore@opengovtv.com

T: 301-595-1871; email: dana@pspconsulting.net



Open Government TV and PSP 1, LLC...

Partner to Develop Media STEM Institutes

On February 12, 2013 Open Government TV (“OGTV”) and Personal Selling Principles, LLC (“PSP 1”) developer of The Media Sales Institute program (“MSI”), announced its partnership specifically focused on and associated with the national media campaign entitled “**Media Moves STEM in America.**” The partnership is committed to the development, implementation, and proliferation of the message (through its media partners) to support the initiative of “Media Moves STEM in America.”

On the evening of January 25, 2011, Keith Moore, Founder of OGTV, was positioned at the U.S. Capitol along with the other major news outlets interviewing members of Congress from both sides of the Congressional isle, after President Obama’s declaration to the nation on science, technology, engineering, and math (STEM) as a “national priority.” Additionally, he stated that “America must out-innovate, out-educate and out-build the rest of the world.” OGTV confirmed bi-partisan agreement from the following members of Congress who echoed similar sentiments; Congressman Leonard Lance (R - NJ), Congressmen Greg Meeks (D - NY), Congresswoman Allison Shwartzs (D - Pa), and former Congressman Allen West (R - FL). From that day forward, OGTV has developed its media programming with a determination to examine if America would ever reach these goals.

Based on this background, OGTV has launched a campaign in an attempt to help avert the impact of sequestration on the nation, a campaign entitled: “**Congress...must not Sequester STEM in America.**” In order to rally America, OGTV has partnered with an 8a and minority-owned performance enhancement company, PSP1, LLC, the developer of the successful Media Sales Institute program, since 2000. Media STEM Institutes will be modeled after the MSI program formula, which is currently in use at three culturally diverse and one general market university. PSP 1 and OGTV will consult with the **National Association of Black Owned Broadcasters (NABOB)** certified technicians to craft community engagement campaigns executed by local “Anchor” Broadcasters. The broadcast/media campaigns will be designed to engage, educate and empower communities that STEM has the potential to revolutionize. Through Social, Local and Mobile outlets (NOT To Sequester STEM) will empower communities to prosper from President Obama’s initiative to “out-educate and out-innovate” our international competitors.

PSP 1, LLC based in Beltsville, Maryland is a performance enhancement company that specializes in organizational development. OGTV recognizes PSP as developer, facilitator and architect of the Media Sales Institute program and welcomes their proven model for the “Media Moves STEM in America” initiative. PSP will be responsible for the expert personnel needed to

implement the goals of this partnership, including curriculum design, project development and management.

Jeffrey P. Myers, Principal of PSP 1 said, “Media Moves STEM in America offers business, education and government the opportunity to collaborate and produce a meaningful outcome for those who need it the most.”

OGTV was created to engage, educate, and empower by building partnerships and ‘connecting the disconnected’ in the 21st century economy, using media to advance science, engineering and technology education. OGTV engages large businesses, educates small business and empowers both the public and the private sector to help create jobs, and restore our nation’s economy. OGTV is now a full scale media production firm that produces an online educational platform to provide some of the most relevant and up to date information important to growing a business in a challenging economic climate while also offering the latest social media and Gov 2.0 technologies important to both the private sector and government agencies.

Keith Moore, OGTV Founder says, “The two political parties will have to come together on the reality associated with across-the-board budget cuts as the nation will never achieve its innovation and job creation targets if we sequester STEM”.

For more information, visit <http://www.opengovtv.com/> or call 202-469-3423 or PSP 1, LLC at 301) -595 -1871.