

Biography of Tracie Wells, CEO
Tracie Wells & Company
www.TVWebCity.com

www.TVWebCity.com is a Multimedia Digital Network based on the Internet. Through partnerships with local magazines, radio stations, and cable, Tracie Wells & Company offers a link to the community. After 15 years, Tracie Wells walked away from an award-winning career in the traditional broadcast media world to start TVWebCity.com and offer viewers a link to their community with 'An Authentic View of Real Life'. After anchoring, reporting and producing top-rated news programs around the world and holding management positions within major media companies, Wells turned entrepreneur. Wells now owns a full-service digital production company and developed a proprietary Video and Content Management System that can turn any ordinary Website into a 'Web TV Channel'.

Wells has forged multi-media partnerships with local traditional media companies and hosts a weekly women's video magazine program that airs on TVWebCity.com, Comcast OnDemand, and a monthly column in Indianapolis Woman Magazine. Today, TVWebCity LLC is a groundbreaking New Media Company and 'Internet TV Network'. Through a Lilly Venture Fund Grant, IUPUI Solutions Center selected Tracie Wells & Company and TVWebCity to receive the grant for opportunities as a New Media Company offered to the community and student interns.

Wells also gives professional seminars to executives and nonprofits, teaching other organizations how to effectively communicate messages via the Internet and cable. Through TVWebCity and its ever growing stage for local video programming and advertising opportunities, Wells has implemented countless New Media techniques into her business. From social media networking to LIVE streaming coverage of business meetings and major events, Wells consults and directs others to market, leverage and capitalize using web-based video and easy-to-use cutting edge technology. The use of Social Media on a daily basis helps with marketing efforts and Wells teaches the basics with engaging seminars, focusing on everything from Facebook commentary to LinkedIn blogs and vlogs, to Twitter and more.

On a personal note, Wells is involved in many not-for-profit organizations, earning awards for her dedication and participation. Most recently, TVWebCity was recognized for supporting Noble of Indiana with Web videos, Fundraising videos and Video messages for

the Jumbotron at Indianapolis Indians games. Wells graduated from The University of Missouri School of Journalism, a recipient of the Mehlberg Journalism Scholarship and other Missouri Press Association student awards. She is a current member of the Society of Professional Journalists, the National Association of Women Business Owners, Women in Hi-Tech and is a certified Women's Business Enterprise by the State of Indiana and the City of Indianapolis. Wells participates in many philanthropic, church-related and community outreach events. Tracie is the mother of three beautiful, young boys, including identical twins.

Don Helms

Having won major awards over the years for his efforts, Don has always felt the success of a program and its sponsors was reward enough. From Emmy and Telly Awards to horse racings coveted Eclipse Award, Don's success in television has been well documented.

Don began his Broadcasting career in 1971 at Pulitzer Broadcastings KVOA in Tucson. After seven weeks on the job Don was made a Director/Producer. He then moved on to San Diego where, Don became the Production/Program Manager for Channel 2. Don saw the opportunity to turn the channel into a full time independent station. With much of his direction, the channel acquired new programming and a deal was also cut with a syndicator for highlights of some of football's greatest games. These black and white highlight films became very popular and a few years later were aired by a new upstart sports network called ESPN.

From San Diego Don went to St. Louis full time in 1974 where he rejoined Pulitzer Broadcastings KSD-TV (Now KSDK) as Engineering/News Production Supervisor. Don assisted the News Director in overseeing all news programs and was also involved in news talent selection and promotion. With the advent of DVE's he saw an application for the device during local elections and KSD became one of the first stations to compress Network programming back to reveal election results. While at KSDK Don was rewarded with multiple Emmy's including two for set design. Don's winning design included television's first on air Weather Center which was developed with meteorologist Dave Murray who went on to ABC's GMA. Don's innovative design included various anchor positions around the set as one of Don's goals was to get the anchors out from behind the desk.

In 1983 Don was named Operations Manager of Pulitzer's Louisville Kentucky station WLKY. In his first year Don was able to increase production sales by \$300,000 and also had a positive effect on spot sales. Don also gave the station a major morale boost by

returning the station to active participation with the Kentucky Derby and Churchill Downs. While at WLKY Don oversaw the production and programming departments and served as EEOC officer and station signatory.

In 1994 Don was named Senior Vice President of WKPC the PBS station in Louisville. While with PBS he was Producer of the nationally distributed program "The Embroidery Studio" and also produced the tele play "My Name is Linda". While at WKPC Don also coordinated and produced the Kentucky Derby for Russian Television. Don was instrumental in assisting General Electric in the creation of their appliance park sales network and oversaw production for American Financial Skylink, the satellite network of the American Banking Association. Don was also responsible for the production of the daily drawings and distribution for the Kentucky Lottery. Another of Don's major accomplishments while at WKPC was the creation of the Kentucky Bicentennial Project, elements of which are still being used by schools throughout Kentucky.

From 1998 to 2002 Don was Director of Broadcast Services for Championship Auto Racing Teams serving as the primary liaison between CART and all of the world broadcast organizations involved in CART broadcasts. He also acted as Executive Producer of CART's international broadcast. During Don's tenure at CART he represented the organization as a consultant on the Sylvester Stallone movie "Driven" and "Charlies Angels" and was Coordinating Producer for the award winning ESPN program Inside CART.

Under the banner of HD Visions. Don has served as head of television for Mexico's two largest sporting events working with former CART CEO Joe Heitzler on the production of auto racing in Monterrey and Mexico City. Other projects included producing the syndicated programs, Junk'd and Green House Project. Other clients include NFL Films, Kroger and Internatics, Malibu lighting.

Currently Don is the Director of Production and Operations for a group of new media companies including TVWebCity.com and Tracie Wells & Company.

Don's awards include multiple Emmy Awards, National Cable Televisions "Best Special", International Festival Award, Eclipse Award, Telly Awards and a variety of AP and UPI news awards.

Don's broadcasting background also includes announcing, sales and promotion. Outside of broadcasting Don has successfully served as Vice President of Sales and Marketing for the nations third largest industrial painting contractor, a group of financial services companies and has extensive experience in the direct marketing and printing industry.

Don is the proud father of a 20-year-old medical student, Lauren.

Jenee' Michelle

Jenee' Michelle is currently Executive Producer and Co-Manager of Development for TVWebCity and Tracie Wells & Company. Her diverse media background was a great fit for the New Media organization and allows her to bring her steadfast journalism education together with her business based background.

Today, Jenee' uses Social Media platforms like Facebook and blogging to grow the TVWEB CITY brand and make connections with other professional businesses and organizations. Before joining TVWebCity, Jenee' started Pur Publicity as a means to consult and direct both small and corporate run companies about the art of media attention. Now, at TVWebCity, Jenee' uses her knowledge of Public Relations and Publicity to compliment Tracie Wells & Company and their clients.

Her Indianapolis media history began with PBS / WFYI as a Senior Producer. Jenee' was in charge of co-producing one of Indiana's longest running programs, Across Indiana. She was also responsible for producing Indiana Lawmakers and secured an interview with (R) Mitch Daniels in his first year of office, not an easy feat. While at PBS, Jenee' completed multiple documentaries, including a look back at the Indianapolis Symphony Orchestra, as well as the building of Dinosphere, at the Children's Museum of Indianapolis. She earned EMMY nods for a number of her projects there.

After departing PBS, Jenee' started a production company and was co-owner of Obenjeer Productions, Inc. The company's greatest achievement in it's short history was a syndicated series she Executive Produced on PBS stations across the country called "What A Weekend."

Jenee' has also worked at WRTV News 6 here in Indianapolis, as well as with FOX 59 News filling multiple positions. Her career however started a good bit away from the crossroads of America in California with her parents and their independent television station, KMTN TV In Lake Tahoe. It is easy to see where Jenee' gets her television roots. Jenee' is a graduate of the University of Nevada, Reno, Reynolds School of Journalism and has a BA in Broadcast Journalism, as well as an AA in Liberal Arts and Spanish. Her greatest accomplishment, her two and half year old son, Evan Ferrell.

FAST FUN FACTS: Jenee' put herself through college through the Miss America Organization, She began her career as a reporter at the ABC affiliate in Reno, NV before graduating college. Jenee is a traveler and has done video projects and productions for numerous tourism organizations all over the world, she even spent a year of her life living in Japan working with entertainment groups and with television media. The Name Drops: David Copperfield, Robert Conrad, Tim Allen, Robin Williams, Dan Fogelburg, Walter Mattau. Network Name Drops, ABC, NBC, CBS, PBS, FOX, PAX, COX, Dish Network, The Food Network, Al Rocker Productions, HBO Sports, RSN, RRN Networks.