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LIVONIA, MI -- For the sixth consecutive year, Blue Sky Productions has been chosen as the exclusive production team to produce and broadcast highlights from the Automotive Management Briefing Seminars (MBS) in Traverse City, Michigan.

The annual industry conference and symposium, which attracts more than 1,500 automotive executives and analysts, will take place during the week of August 5-9, 2002 at the Grand Traverse Resort. This year's event will be co-sponsored by Altarum's Center for Automotive Research (CAR), an automotive think tank in Ann Arbor, Michigan and the University of Michigan's Center for Professional Development and Office for the Study of Automotive Transportation (OSAT).

Moderated by well-known auto industry analyst, John McElroy, Blue Sky's broadcast of MBS-TV will include interviews with conference speakers and other industry executives, as well as general commentary. Utilizing a mobile production facility, the electronic program is broadcast on in-room televisions and monitors throughout the Grand Traverse Resort.

"MBS-TV is a terrific addition to our Management Briefing Seminars. It allows attendees to catch up on sessions and speakers they may have missed earlier in the week. Furthermore, each night it gives everyone a chance to review the main points of that day's presentations. MBS-TV is informative and to the point, which is why we're so pleased to have it as an integral part of the conference," says David Cole, president of the Center for Automotive Research (CAR) at The Altarum Institute.

The program's guests in the past have included executive level management from the automakers and prominent suppliers, including Gary Cowger, GM's Group VP Manufacturing; Stephen Girsky, automotive analyst at Morgan Stanley Dean Witter; Neil DeKoker of the Original Equipment Manufacturers Association, and Anne Stevens, Ford's VP of Manufacturing.

Key segments from the conference are highlighted during the month of August on Autoline Detroit, an auto industry review and analysis program that airs on WTVS (Channel 56) on Sunday mornings at 10:30 in the metropolitan Detroit area. The show is owned and produced by Blue Sky Productions. Interviews will be streamed onto Blue Sky's web site at www.TheAutoLink.com.



The Traverse City show daily provides an excellent advertising opportunity for suppliers, reaching key automotive decision makers at one of the industry's most targeted events, according to Denise Scioli, Blue Sky Productions' marketing director. Sponsorship packages are available at various participation levels. Messages appear in rotation in each daily program and are broadcast on a 24-hour continuous loop.

"We've been doing this year after year because it's a win-win-win situation," says Scioli. "Attendees get a chance to hear from the industry's key players at a time and place most convenient for them, the conference gains extra exposure and prestige from such an exclusive broadcast, and our sponsors gain invaluable visibility and access to this influential audience."

Blue Sky has produced more than 500 hours of broadcast TV programming. Its team of professionals offers companies and agencies full production services and facilities for corporate and training videos and commercials, including location shoots. Editing, special effects and animation complete the full scope of Blue Sky's award-winning portfolio of video and television production services.

Additional information is available at www.blueskyproductions.tv, or by contacting Denise Scioli at 734.542.7000.

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