

TeleMiracle 45

“A Pandemic Will Not Stop Us”

Presentation to SSFRE
Richard Kies, Kinsmen Foundation

April 7, 2021

TeleMiracle – Before the Pandemic

Telemiracle 1 - 1977



Telemiracle 44 - 2020



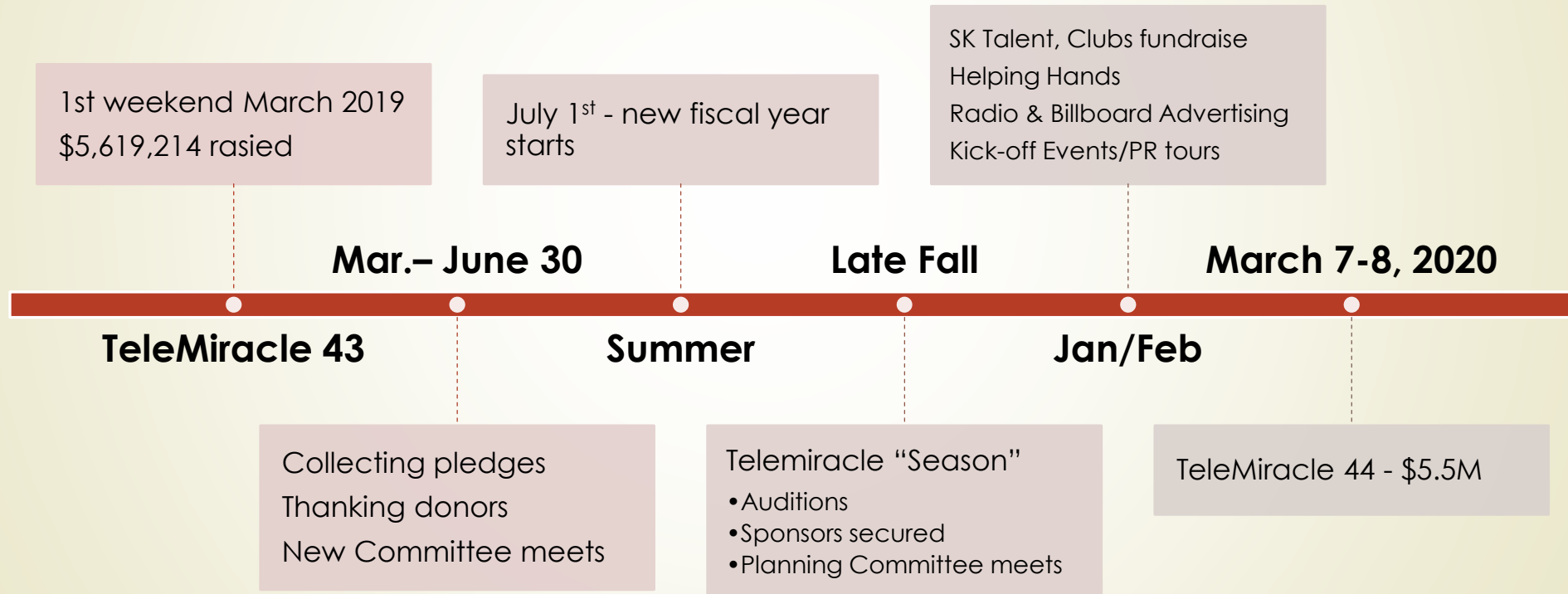
TeleMiracle 45 – During a Pandemic



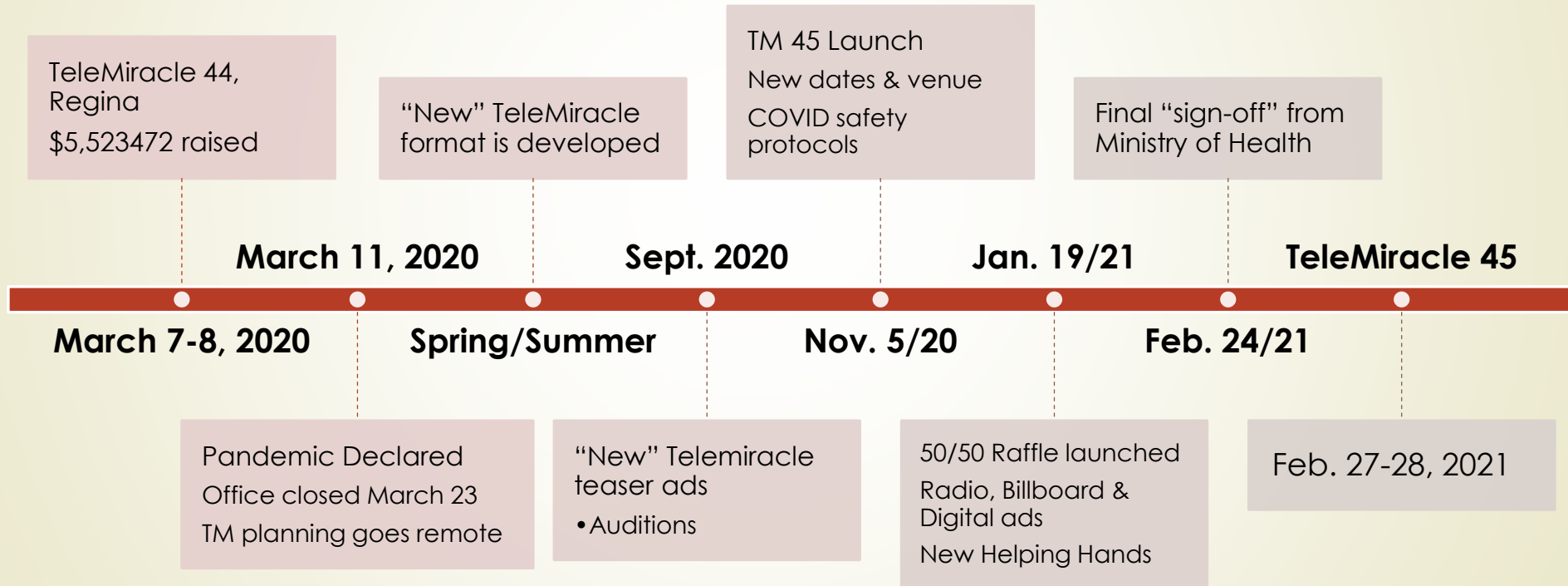
TeleMiracle 45 Producers & Committee



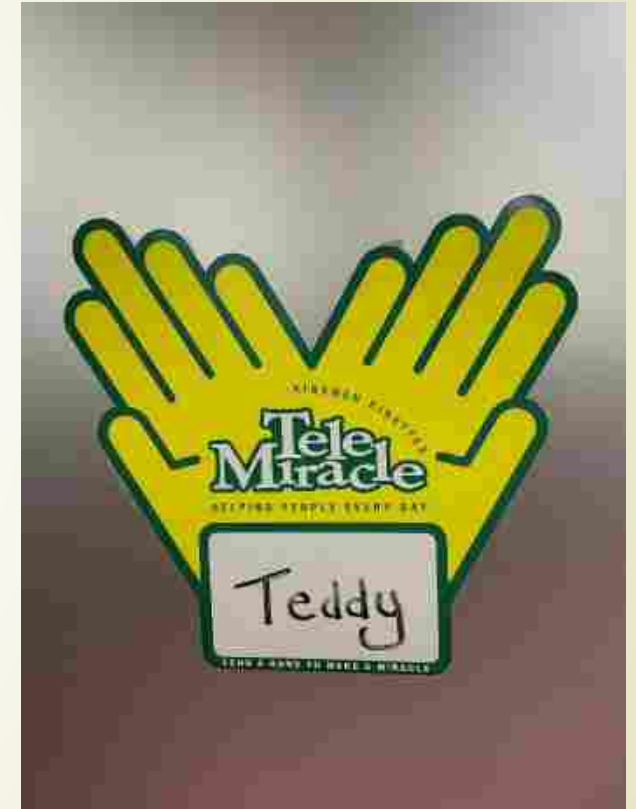
How It All (*Used to*) Come Together



How TeleMiracle 45 Came Together



From Old...to New



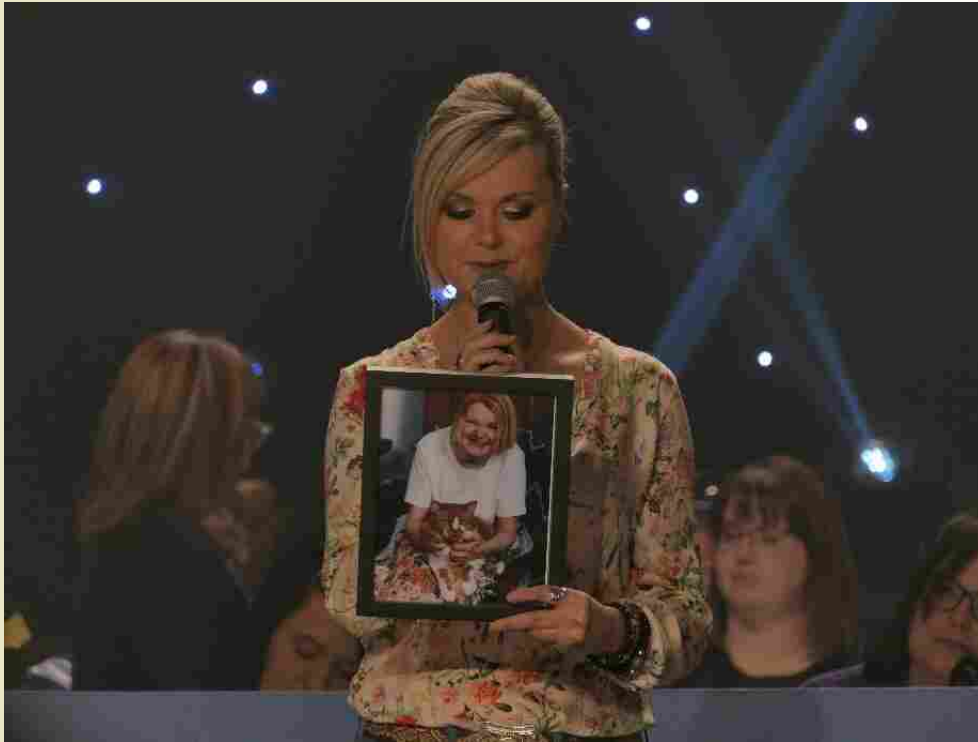
From Old...to New



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COVID-19 Safety Protocols

- ▶ TeleMiracle Producers in continual contact with Ministry of Health's Business Response Team, beginning in August 2020
- ▶ No live audience
- ▶ Most live appearances were done by remote video
- ▶ Only a small number of on-air presentations in-studio, with physical distancing
- ▶ Content for the show was pre-recorded over six months preceding the telethon
- ▶ Volunteers at the show followed all safety guidelines, were masked at all times and had ample space for social distancing

No cases of COVID-19 contact traced back to auditions, pre-production or TeleMiracle weekend

TeleMiracle Numbers – Old to New

*Old Format (TM 1 – 44)

- ▶ 44 years
- ▶ 500+ volunteers
- ▶ Ring those Phones! 96 Phones total
 - ▶ 48 on-stage, 48 back-stage
- ▶ 20 hours live TV broadcast
- ▶ 2.5 hour web pre-show livestream
- ▶ 12 national cast + 30 band members
- ▶ 80 live Saskatchewan Talent performances
- ▶ \$135M total raised in 44 years

*New Format (TM 45)

- ▶ One year
- ▶ 150 volunteers across 100,000 sq. ft. space
- ▶ 55 Phones (15 on-stage, 6 ft. apart)
- ▶ 20 hours live broadcast – 14 hours pre-taped
- ▶ 2.5 hour web pre-show livestream
- ▶ 8 national cast
- ▶ 75 pre-recorded Saskatchewan Talent performances
- ▶ \$5,630,215 raised
 - ▶ 3rd highest total ever!
 - ▶ 50/50 jackpot \$726,120 (winner got half)

****Thousands and thousands of Saskatchewan residents helped***

Lessons Learned – Proverb edition

- ▶ *“Never let a good disaster go to waste”* - every Emergency Planner, ever
- ▶ *“In every crisis, there is opportunity”* – Chinese Proverb
- ▶ *“A change is as good as a rest”* – Victorian era Proverb
- ▶ *“Good artists copy, great artists steal”* – Picasso (probably), or
 - ▶ *“Imitation is the sincerest form of flattery”* – Oscar Wilde
- ▶ *“Timing in life is everything”* – John Sculley
- ▶ *“Luck is what happens when preparation meets opportunity”* – Seneca, Roman philosopher. *We got lucky!! But we were prepared*
- ▶ *“The art of communication is the language of leadership”* – James Hume

Sometimes....

it's all in how you
look at things

REMEMBER
2020?



YEP, IT WAS AWFUL.
WORST YEAR OF
MY LIFE



REMEMBER
2020?



YEP, MY HUMAN
SPENT EVERY DAY
WITH ME. BEST
YEAR OF MY LIFE!



HELPING PEOPLE
every day



Questions?
Thank You!