



## Program Information

**THE ATOM PROJECT** launches in support of the  
**UN International Day Against Nuclear Testing**  
August 27<sup>th</sup> – 30<sup>th</sup>, 2012– Astana / Semey / Kazakhstan  
[www.theatomproject.org](http://www.theatomproject.org)  
[www.rocketmedia.at](http://www.rocketmedia.at)

The Atom Project launches in advance of the UN-sanctioned International Day Against Nuclear Tests and the international conference “From a Nuclear Test Ban to a Nuclear-Weapons-Free World” to be held in Astana & Semey, Kazakhstan, August 27-30, 2012. Conference participants include parliamentarians and leaders from scores of countries and activists from the non-proliferation movement all over the world.

The Atom Project is an international petition campaign designed to unify global public opinion against nuclear weapons testing. The Atom Project will launch August 22, 2012 with international television, social media campaigns, a short documentary and video profiles of current survivors of nuclear testing.

The Project is an initiative of the Nazarbayev Center, an international foundation whose mandate, in part, is to continue and broaden Kazakhstan’s legacy of fighting for a world free of nuclear weapons and weapons testing.

The Atom Project hopes to affect real and lasting change by engaging millions of global citizens to stop nuclear weapons testing by joining together to show the world’s leaders that its citizens deserve and demand a world safe from additional nuclear weapons testing.

The Atom Project will tell the tragic and hopeful stories of survivors of nuclear testing from the region of Semey, Kazakhstan, the site of hundreds of Soviet-era nuclear tests. The survivors and their children continue to suffer from illness, disease and severe deformities caused by exposure to nuclear radiation during and after the testing, which took place 100 miles outside of the city, then called Semipalatinsk.

The images of the survivors, though sometimes difficult to witness, are featured in the campaign in order to raise awareness surrounding the damage nuclear testing can cause.

## TV-Footage Request Form

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### TV-rights & licence information:

- World-wide TV-rights by rocket media communications™.
- TV-license will be given non-exclusive and free of charge (no license fee, no technical costs) for a period of 12 month.

### TV-Production information:

- HDTV Production, 16:9
- Unilateral footage and interviews for junket slots and exclusive questions are possible on request.

### Your contact person:

#### Michael Grabner

(English, German)  
TV – Coordination in Astana  
rocket media communications™  
Mob: +43 664 85 19 160  
Office +43 463 287 800 30  
Fax: +43 463 287 800 35  
[office@rocketmedia.at](mailto:office@rocketmedia.at)  
[www.rocketmedia.at](http://www.rocketmedia.at)

#### Sercan Tepe

(English, Turkish, German, Italian)  
TV-Coordination HQ Austria  
rocket media communications™  
Mob: +43 664 419 17 18  
Office: +43 463 287 800 32  
Fax: +43 463 287 800 35  
[office@rocketmedia.at](mailto:office@rocketmedia.at)  
[www.rocketmedia.at](http://www.rocketmedia.at)

#### Alina Krobath

(English, Russian)  
TV-Coordination CIS  
rocket media communications™  
Mob: +43 676 375 38 82  
Office: +43 463 287 800 33  
Fax: +43 463 287 800 35  
[office@rocketmedia.at](mailto:office@rocketmedia.at)  
[www.rocketmedia.at](http://www.rocketmedia.at)

Please fill in the form, sign and fax it to **+43 463 287 800 35** or by email at [office@rocketmedia.at](mailto:office@rocketmedia.at)

TV-Station / contact person:	
contact details:	<p><b>phone:</b> _____ <b>fax:</b> _____</p> <p><b>email:</b> _____</p>
We order following programme(s)	<p><input type="checkbox"/> <b>News-feed</b> via <b>ftp-download</b> app. 9 Minutes (3-4 minutes roughcut + unilateral interviews) on <b>August 29<sup>th</sup></b> from <b>08:00am GMT</b> (10:00am CET, 14:00pm Astana time) on.</p> <p><input type="checkbox"/> <b>News-feed</b> via <b>ftp-download</b> app. 9 Minutes (3-4 minutes roughcut + unilateral interviews) on <b>August 30<sup>th</sup></b> from <b>08:00am GMT</b> (10:00am CET, 14:00pm Astana time) on.</p> <p><input type="checkbox"/> <b>13 minutes TV-Documentary</b>, edited version, ready for broadcast with English and Russian voice over &amp; script available from <b>September 6<sup>th</sup>, 2012</b> on by <b>courier</b> (XD Cam HD, Digibeta or DV Cam) or <b>ftp-download</b> (ftp-details on request).</p>
special footage request (ITV´s in mother tongue,...)	

**Shotlist & press release will be delivered together with the program & free download at [www.rocketmedia.at](http://www.rocketmedia.at)**  
**The License non-exclusive for 12 month free of charge.**

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**Signature & Stamp**