



Season 1 2014
www.coopcooking.org



The Co-op Cookery Television Series

The Co-op Cookery is a local/regional television show airing on KCRG Channel 9, Channel 9.3 and on-demand at coopcooking.org

With the emergence of the “buy local food” movement in our community, the coming on-line of Dubuque’s first food co-operative (Dubuque Food Co-op), and the energy generated by Dubuque’s vibrant and historic Millwork District, we have the makings of an exciting cultural and culinary experience for television and the Web.

Created by award winning media producer, Gary Olsen, the show promotes the virtues of healthy fresh foods and ingredients sourced locally. Topics range from cooking to gardening, from shopping to farming with emphasis on local cuisine and the creative people in our community who grow and prepare delicious and nutritious foods. The show will feature vignettes with the growers themselves who are dedicated to the health advantages of fresh, organic fruits, vegetables, meat and dairy. This show provides an extraordinary opportunity to attach your business and brand to the Co-op Cookery and Dubuque Food Co-op brands.



The Co-op Cookery’s season will air over two 10 week periods from March 9 through May 11 (Spring) and August 31 through November 2 (Fall). Twenty weekly episodes will air on Sunday mornings on KCRG with additional airings on the KCRG Live Well Network 9.3, and episodes will be available on demand from our comprehensive web site, **coopcooking.org** that contains our hosts’ blogs, special offers and recipes from the show and links to sponsor web sites.



Showtimes:

Sunday mornings on KCRG Channel 9
at 10:30am
KCRG 9.3 (The Live Well Network)
Saturday and Sunday afternoons,
12:30pm



Six Signature Sponsorships

- You receive two 30 second commercials per episode over two 10 week seasons, and your ad is a permanent part of the on-line video on our show's web site.
- Sponsor Logo on the Co-op Cookery web site with links to your web site.
- Sponsor logo on our location signage at Dubuque Food Co-op

Investment in the 20 Episode 2014 Season: \$7,500

Season 1 starts March 2, 2014

Commercial Production

In the event your business needs commercial production for the show, we provide that at a negotiable fee that depends on complexity of the production and number of spots that have to be produced.

Product Placement



Feature your product or product line in our cooking segments. We are looking for an egg supplier, dairy, a line of spices, whole grains, flour, bakery, a custom kitchen cabinet maker, and cookware retailer. These contracts are negotiated on a per show basis and depend on the recipe we are preparing and its ingredients. Per show investment is \$250. You can make a complete season investment as an exclusive provider of a particular ingredient or tool on set for \$4000.

Multiple Broadcasts of each Episode



An exciting innovation offered by KCRG is rebroadcasting our show on KCRG 9.3 which is now branded as the "LiveWell Network," specializing in shows about healthy lifestyles, local fresh and organic foods, cuisine, home cooking and health care topics. This is a very exciting fit for the Co-op Cookery and our sponsors.

The Promotional Schedule

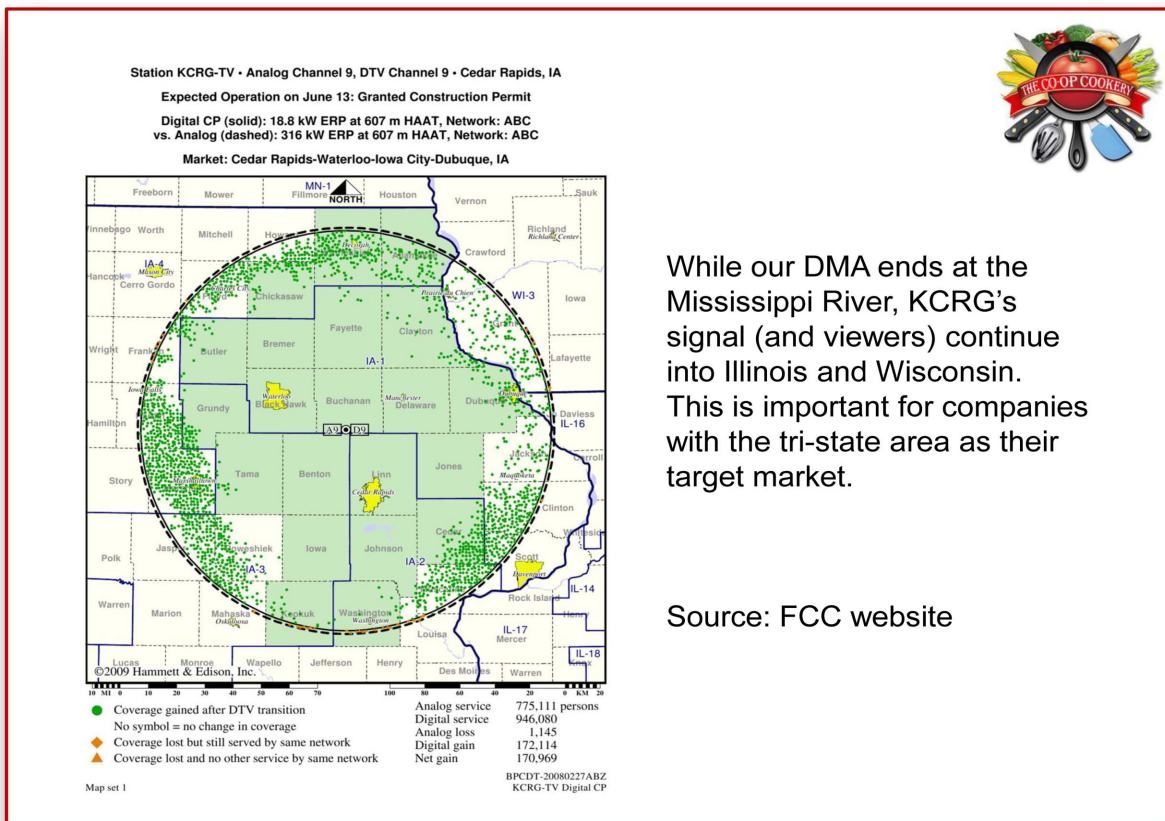
The Co-op Cookery is serving up an excellent promotional package as part of our partnership. This is especially valuable to our sponsors and viewers looking for the show to watch on their televisions, our web site or to record on their DVRs. It will be listed in the TV Guide and all television program directories published on a weekly basis. Careful consideration of time slots and demographics have been made, and we are excited about this critical aspect of the production

Weekly TV Promotional Campaign				
Each Season - Reach and Frequency 78% of females age 21-64 3.5 times*				
Program		Days	Time	:10 Spots Per week (wk 1-9)
Good Morning America		Thurs-Fri	7-9am	1
KCRG Midday News		Thurs-Fri	11am-noon	2
The Chew		Thurs-Fri	Noon-1pm	2
Rachael Ray		Thurs-Fri	2-3pm	2
Sun AM News		Sunday	8-9am	1
KCRG Rotators		Thurs-Sat	5am-midnight	3 (wk 1-6)

* Nielsen Ratings, Feb 2013

Weekly TV Promotional Campaign				
Program		Days	Time	:10 Spots Per week
KCRG 9.2 Rotators		Thurs-Sat	5am-midnight	15
KCRG 9.3 Rotators		Thurs-Sat	5am-midnight	15
Other				
Social Media	Co-op Cookery will receive 10 Facebook mentions on KCRG platforms over the course of the year.			

Contact Teri Fairchild, teri@fairchildbusinesscoaching.com 563-583-8284



Why this project and why now?

The Dubuque Food-Co-op and the Co-op Cookery have become partners in each other's success. Nothing like this has ever been attempted in local or regional television.

When we pitched the concept to KCRG, they were delighted with the opportunity to not just have a strong and creative local production, but they saw appeal of such a show originating in Dubuque's Historic Millwork District. It would be attractive to a Dubuque audience.

Why KCRG?

KCRG Channel 9 is an ABC affiliate with a long and successful history in Eastern Iowa. It is available on every television in every household in the marketplace. It's available on Dish, DirecTV satellite services, all of the cable providers that serve Eastern Iowa, and perhaps most importantly, it's available on rural televisions that are primarily served by over-the-air signals (see coverage map).

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What about the Web and Social Networks?

From the very conception of the show we've been on the Web. We are on YouTube, and we are continually making use of Twitter and Facebook social networks to build our brand and expand our community. Our intent is to post every show as it's produced to our web site, coopcooking.org, at the same time it is broadcast on KCRG.



Our comprehensive show web site will continue to grow and provide extraordinary opportunities for viewers to connect with the show and its cast. Special product offerings or exclusive savings can be provided by connecting viewers to advertiser's web sites where the effectiveness of advertisers' participation in the show can be measured. These offers can key specific weekly themes and tie product placement to money-saving coupons offered by advertisers on the show. We intend to create and offer the coupons on our web site. This way we can capture important customer data that will be useful to us and to the product placement sponsors.



Social networks can connect our show's stars, Brittany Bethel and Chrissy Hogue, to their fans. Our plan is to leverage these networks in innovative ways, collecting recipes, suggestions for topics, story leads and whatever fans of the show wish to share.

Why this is important and why you should participate:

1. This is a local television project, the first of its kind, but its reach is Eastern Iowa. It's an exclusive brand marketing opportunity that will link your brand to a critical economic, cultural and lifestyle trend which is the local food movement. The project is headquartered in the Historic Millwork District and the Dubuque Food Co-op.
2. We are running this production in the spirit of the Dubuque Food Co-op that provides local food producers a marketplace for their goods. The philosophy behind the Co-op Cookery is to bring together talent and a select group of signature sponsors in a cooperative spirit providing something that the market would not have otherwise, a local television production that transmits the spirit, enthusiasm and obvious health benefits of buying local.

Align your organization and brand with this exciting project today!

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