Sean Grinnell

From:

anniems [anniems@sonic.net]

Sent:

Thursday, February 03, 2011 6:10 PM

To:

'Sean Grinnell'

Cc:

Sean Grinnell: Sean Grinnell

Subject:

SCFCA.....UPDATE ON PROMOTIONAL OPPORTUNITY

HI Sean!

Thanks for sending this on to the Chiefs in advance of the Feb. mtg......i am delighted to be invited, and will be there to again describe the programs that I am creating on KRCB TV 22.

I am hoping that the Chiefs recognize this as a new way to gain recognition and promotion for our local Fire Service, as well as getting awareness out there that we support the community in innovative ways!

I very much appreciate any support that the Chiefs can give to this project-THE WONDERS OF WATERCOLOR-that I am creating for PBS. As you know, all my time and energy is as a volunteer for the station ---which is a non-profit entity--- and the funds I am raising go towards production costs. The 7 short (90 second) films which i've made--all outdoors in Sonoma County---are now regularly scheduled 3 times a week, and also shown "at random" when they can fit them in.

Now I am entering the next phase, raising the funds (\$10,000) to produce a half hour pilot for national distribution, and as a forerunner to a 13 week series. If I appear to be in somewhat of a hurry, I am----I'm and OLD woman .!.....mabey old Fire Chiefs never die...they just paint away!

thanks, and best wishs to all......annie

annie murphy springer <u>anniems@sonic.net</u> <u>www.anniemurphyspringer.com</u> Hi everyone!

It is called THE WONDERS OF WATERCOLOR, and is focused on teaching watercolor "plein aire", outdoors in many beautiful Sonoma county settings. - The series is designed to inspire, excite, and above all encourage artists (both novice and experienced) to experiment with watercolor painting.

I am working with a very talented young producer --Seth Friesen--and his team, and so far we have made 5 short "interstitials" which will be shown in between regular half-hour programs on PBS stations across the country.---these 5 PLUS 2 MORE (which we will be filming next week) and ONE HALF-HOUR video constitute the PILOT phase of the series. ------depending on response of stations and major underwriters, the goal is to produce and air 13 half-hour instructional programs.

all PBS stations are non-profit-----so the reality is that all funding for any programming must be raised by donations, memberships, or occasional auctions......THE WONDERS OF WATERCOLOR IS NO EXCEPTION!.....many people have been very generous in supporting our first efforts, but I am responsible for raising the final funds for the last 2 interstitials and the half hour pilot.

As you are probably aware, donations to <u>KRCB</u> are tax deductible, and you will be rewarded with important promotion/publicity in a number of ways. ...these range, depending on the size of the donation, from listings on KRCB's and my web site, to being listed on video "scrolls", "founders lists", underwriter's "pods"and/or the showing of your logo, a certain number of seconds for your message on each program, etc..Or you could choose to be included simply as "friends of annie"!

thank you for your support and interest, whether you can contribute or not at this time......and remember my mantra of this year:......I ASPIRE TO INSPIRE BEFORE I EXPIRE!......I am having a wonderful experience in this whole new world of television but I'm in a hurry............I'm an OLD woman!......very best wishes..Annie"

Wonders of Watercolor thirty minute pilot Launch date: APRIL 2011 Levels of Support:

All sponsors receive the following benefits:

- Sponsor's logo/name in all publicity, promotion, & outreach: radio, TV, print & web.
- National distribution. Your announcements embedded & seen for a maximum of four airplays in a three-year period (potentially 300+ Public Television stations).

Specific Benefits for Specific Levels:

- A. Production Sponsorship: \$3,500
 - Two: 15 second announcements: one before and one after the program in the "underwriting pod".
 - Sponsor's logo in all publicity, promotion, & outreach: radio, TV, print & web.
- B. Sustaining Sponsorship: \$2,500
 - Two: 10 second announcements: one before and one after the program in the "underwriting pod",
 - Sponsor's logo in all publicity, promotion, & outreach: radio, TV, print & web.
- C. Contributing Sponsorship: \$1,500 or less.
 - Credit mention in the form of computer scrolling graphics text.
 - Sponsor's logo included in web site acknowledgements.



KRCB in the news

The Wonders of Watercolor

KRCB is embarked on a fun and unusual project with Bodega watercolor artist and instructor, Annie Murphy Springer. Annie has long been a supporter of KRCB with donations of art classes to our auction, but she wanted to do something more. So she proposed creating a series for television on the wonders of watercolor. This from a person who has never produced a show, but then, that's Annie—never afraid to try something new.

Annie has been many things in her life, most famously the Fire Chief for the town of

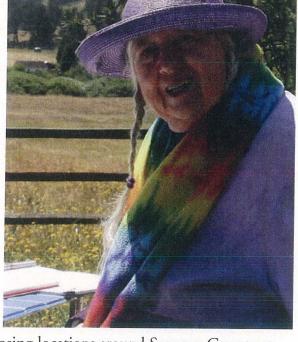
Bodega.

Now she is turning her laser focus on producing this series, appropriately titled *The Wonders of Watercolor*. She is working with a very talented producer, Seth Friesen.

Our first step is to create a series of short form, 90-second programs, each one providing a tip to successful watercolor painting.

Seth and Annie are at work on this phase, choosing locations around Sonoma County at which to demonstrate the tips, and actively seeking donors to complete phase one. Annie specializes in plein aire painting so we'll have a lovely tour of the County while she teaches those techniques.

Our intention is to air and distribute this series to other PBS stations around California and beyond. The second phase will be to produce a pilot for a series of half hour shows. Once that is complete, we will begin approaching major funders to secure sponsors for this series which will be distributed nationally. Watch for Seth and Annie out shooting, and watch for *The Wonders of Watercolor* on a PBS station near you! And check out Annie's work at anniemurphyspringer.com.



Radio 91

Broadcasting on 91.1 and 90.9 FM Comcast Cable 961 Streaming & podcasting at krcb.org



Television 22

Comcast Cable and AT&T, U-Verse-TV, DISH and DirecTV Satellite, Channel 22. Over the air-digital, Channel 22.1, 22.2, 22.3.

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