

## Sean Grinnell

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**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 wishes to all.....annie

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Hi everyone!

As many of you know, I've been moving ahead on my exciting new "life adventure"-----  
-creating a series of videos for our local PBS station, KRCB, channel 22: in Rohnert  
Park, California.

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.

I would really appreciate it if you would please click on the information below to read  
about the series, view the first 5 videos , review the list of donors, and then click on the  
donor form for more information. ....any donations that you can contribute will be used  
for the production costs-----I also am "non-profit" in this venture, with hopes of  
possible income when the whole series is finished and presented .....i.e. selling  
"how to" materials, and offering workshops.

As you are probably aware, donations to KRCB 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.

*note:*

**DONATIONS OF ANY AMOUNT  
GET PROMOTION AND ARE  
VERY WELCOMED! THANK YOU  
Came**



# 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](http://anniemurphyspringer.com).



### **Radio 91**

Broadcasting on  
91.1 and 90.9 FM

Comcast Cable 961

Streaming & podcasting  
at [krcb.org](http://krcb.org)

**KRCB**  
TELEVISION 22  
RADIO 91 FM  
K R C B . O R G

### **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.

### **A service of Northern California Public Media**

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