

Uncorked

Wine Made Simple

New Season Fall/Winter 2017-2018

MEDIA KIT 2017



Breathtaking

One Of The Most Comprehensive Guides To Wine On TV.

Wine Spectator magazine called the premiere season of **UNCORKED: Wine Made Simple** *"Stunningly beautiful and one of the most comprehensive guides to wine on TV."* Narrated by Ted Allen (Queer Eye, Chopped), season one blended practical information, inviting personalities, and stunning photography in six half-hour episodes.

And now, a brand new 13-episode season is slated for release on PBS affiliates nationwide in Fall/winter 2017/2018.



Season One

More Than 2.4 Million TV Viewers Tuned in to Watch Uncorked.

Season One of **Uncorked: Wine Made Simple** aired nationwide on PBS reaching 89.4% of all U.S. TV households. That included 92% of the top 25 markets, and 89% of the top 100 markets (DMA). The series re-aired a total of 7 times within 6 months of its premier broadcast in 89.4% of all markets for a total of 19,410 telecasts nationwide.

Aired by Day: TUE 26%, THU 28%, SAT 22%

Aired by Daypart: TUE/THU @8PM, SAT @6PM

Source: TRAC Media Services



New Season

More Wine, More Food, More Travel, And The Best Of Wine Country.

A lot has changed in the world of wine since season one first aired. In this new season we continue the mission of satisfying wine lovers' unquenchable thirst for wine knowledge.

In each episode we meet winemakers, chefs, writers and oenophiles who share their love of wine and wine country. From kayaking and zip lining, to exploring unique wine destinations, tasting rooms, restaurants and shops, season two is for all those "sommeliers-in-training" who have passion for wine and a love of travel and adventure.



PBS Viewers

Each Month Over 95 Million Viewers Tune Into Their Local PBS Affiliate.

And they're the kind of consumers you want to engage from business leaders and cultural connoisseurs, to world travelers and serious foodies. They're also:

- **65% more likely to earn more than \$250K annually.**
- **45% more likely to have dine out in the last month.**
- **67% more likely to spend \$8K on travel annually.**
- **25% more likely to have completed graduate studies.**

% more likely than average American. Source: Gfk MRI Doublebase 2014



Get Noticed

Support or Sponsor And Get Your Brand or Region Noticed.

All PBS programming is made possible through generous program supporters and corporate sponsors. In return, Public Television delivers affluent, influential, educated and active viewers in an uncluttered environment.

By becoming a supporter or sponsor, you help get your region or brand noticed on-air, on line and on demand through Facebook contests, social media content, virtual tastings, event-based promotions and on demand providers like Netflix.



Supporters

Program Supporters Make Filming For Uncorked Possible.

National sponsorship isn't always in the budget. But outstanding content on PBS is also made possible in part by generous contributions from **program supporters**. Associations, promotional boards, wineries, tourist attractions, companies and individuals help keep the cameras rolling, and more episodes of Uncorked in the pipeline through their support.

Contribution Levels:

\$500 to \$5,000



Sponsorship

Sponsors Turn Viewers Into Buyers Through Higher Ad Engagement.

A PBS sponsorship delivers results for your brand or service. PBS viewers are 2 times as likely to buy products and services offered by a PBS sponsor than from advertisers on commercial networks. And fewer commercials per hour means an uncluttered environment and higher ad engagement by viewers. The bottom line; more viewers engage with your spot.

Sponsorship Levels:
\$50,000 to \$250,000

Harris Poll, 2015. Nielsen Consumer Insights



**Unrivalled share of voice,
regional & national
promotions and multi-
platform sponsorship
extensions.**

Sponsor Benefits



On-Air

Your On-Air Spot Appears Nationwide More Than 80 Times in 6 Months.

As a sponsor, your on-air spot appears before and after every episode of Uncorked each time it airs during the three-year broadcast agreement with public television (PBS). Typically, the series will re-air a total of 8 times within 6 months of its premier release.

Don't have a spot. Don't worry, we can produce one at little to no cost. And once the premier release airs, the spot is yours to keep. *

* Certain restrictions apply.

A man with dark hair, wearing a blue suit jacket, a blue and white striped shirt, and a patterned bow tie, is holding a wine glass. He is looking directly at the camera with a neutral expression. The background is blurred, showing other people in a social setting.

Wine Geeks

Web Companion Series Extends Viewer Engagement Online.

60-Second Wine Geek is a YouTube based companion series that begins “airing” one month prior to the premier release of season two.

Short, humorous and packed with useful information about wine, wine country, food and travel, these highly shareable sponsor-supported videos will include clips from the television series, bonus content, behind the scenes access, branded content, and your sponsor spot.



28th Annual **WSRE**
Wine & Food Classic

**SEASONED
IN THE SOUTH**

October 14-15, 2016
Hilton Pensacola Beach

WSRE
A SERVICE OF PENSACOLA STATE COLLEGE
PBS for the Gulf Coast

PBS Events

Regional PBS Events Promote Your Brand And The Show.

The power of PBS allows sponsors to connect with customers nationally and regionally. Promotional events will take place in 25 markets across the country with participating PBS partner-affiliates.

Promotional events* include wine tastings, chef demo's, tasting dinners, wine seminars, auctions, travel markets, premiers and public television fund raisers. Some are long-standing annual PBS events, others are organized exclusively for Uncorked: Wine Made Simple.

* Nominal additional costs may apply.



Social Media

Facebook Contests, Taste & Twitter Events & Wine-Instagram.

Starting 30-days prior to the release of Uncorked: Wine Made simple, sponsor products and services host weekly contest on Facebook where viewers can win anything from wine (gift cards*) to trips to wine country. Weekly “tweet-ups” bring together wine lovers to compare tasting notes, share wine country experience or just talk about their favorite subject. Wine. And every Friday Instagram subscribers SHOW us what they’re drinking and compete for a chance to wine prizes.

* PBS, Facebook and FCC restrictions apply.



Digital & On Demand

PBS is Available, Anywhere, Anytime, And Through Multiple Providers.

PBS.org receives 23.2 million monthly visitors * who come to PBS to learn about world events, politics, travel, science, food and to stream the PBS programs they love like *Uncorked: Wine Made Simple*. There are 346 million video streams across all PBS platforms every month.

PBS programming like *Uncorked: Wine Made Simple* is also made available through on-demand providers like Netflix, Amazon Prime, Roku and others who offer up the best of PBS's catalog.

* Google Analytics, average monthly Jan-June 2017. ComScore Jan-Dec 2016.



Media Share

Sponsors Can Access Hundreds of Hours of Footage For Free.

Hundreds of hours of media (footage) has been shot for **Uncorked: Wine Made Simple** and **The Winemakers**, two TV series about wine produced by Free Run Productions for PBS. As new episodes are shot, additional media is added to an ever expanding library.

Some of the best camera operators in the business have shot for Free Run Productions, and now sponsors can access this media for their own use for little or no charge. *

* PBS and secondary licensing restrictions may apply.



Sponsor Levels

Customized Sponsorships to Meet Your Marketing Objectives.

There are three levels of basic sponsorship; Exclusive, National and Anchor. Sponsors at each of these levels will receive a spot before and after every episode each time the series airs on PBS. If you don't have a spot, we can help produce one at little or no cost. *

Sponsors will also participate in shared and/or exclusive promotions based on the sponsorship level. Sponsors can also elect to focus promotion in markets key to their marketing and sales efforts and objectives.

* PBS restrictions apply.



Exclusive Sponsor

No Other Competing Product or Service Will Be featured as a Sponsor.

Sponsors at this level are exclusive in their product or service, in other words, your competition cannot become a sponsor of the series. Exclusive sponsors also receive a 15-second spot before and after each episode every time the series airs on PBS. Sponsors at this level are featured as the “main” or “sole” sponsor in all promotional outreach, and can customize promotions to key markets.

Sponsorship Level:
\$250k



National Sponsor

National Sponsorship is Affordable, Effective And Flexible.

National sponsors receive a 10-second spot before and after each episode every time the series airs on PBS. Sponsor at this level can choose to be featured prominently in all promotional outreach, or customize promotions to key market.

Sponsorship Level:
\$75K



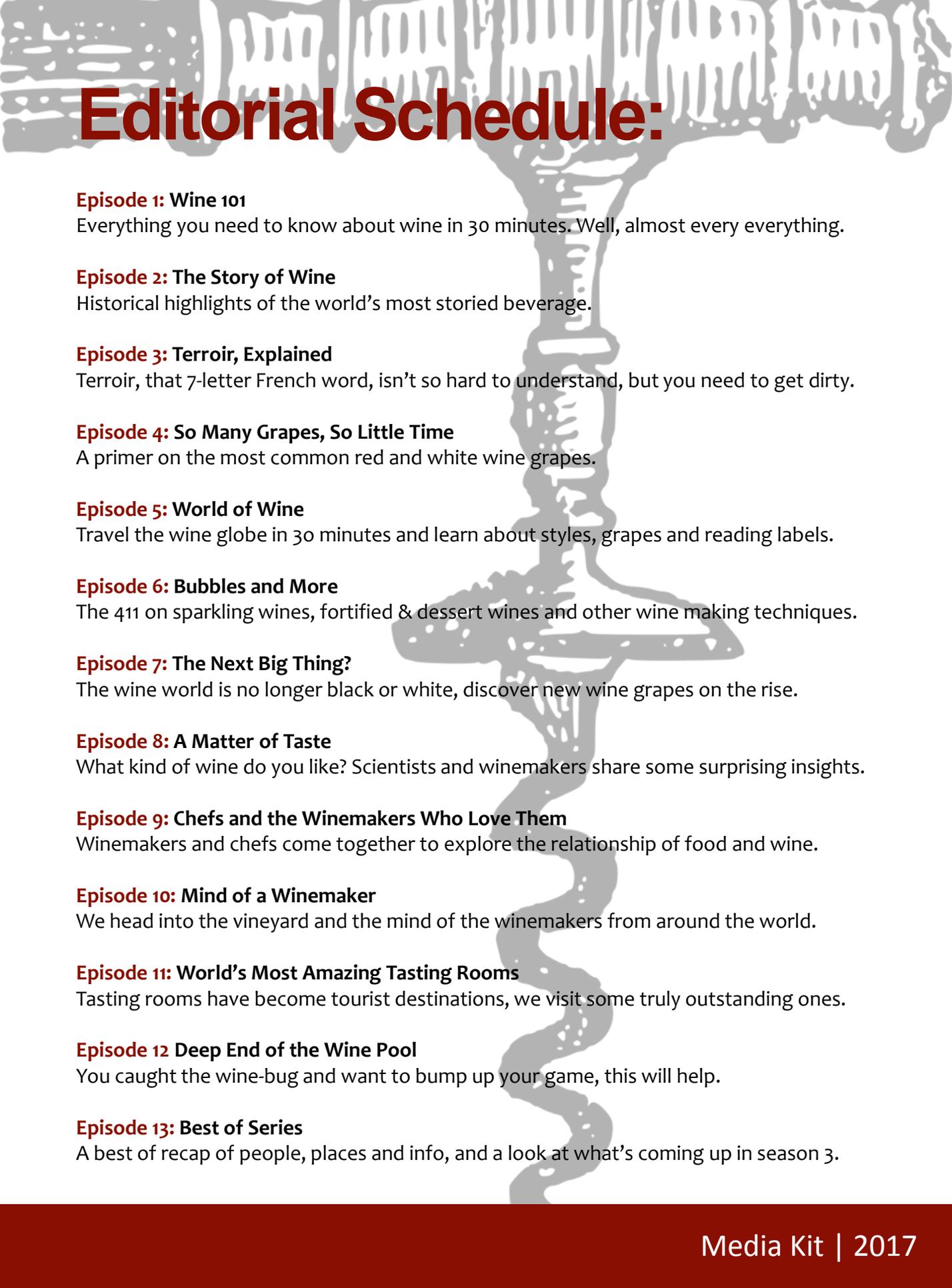
Anchor Sponsor

Anchor Sponsorship is Popular, And a Great Value For The Money .

Anchor sponsors receive a 5-second spot before and after each episode every time the series airs on PBS. Sponsors at this level can choose to be featured prominently in all promotional outreach, or customize promotions to key market.

Sponsorship Level:
\$50K

Editorial Schedule:



Episode 1: Wine 101

Everything you need to know about wine in 30 minutes. Well, almost every everything.

Episode 2: The Story of Wine

Historical highlights of the world's most storied beverage.

Episode 3: Terroir, Explained

Terroir, that 7-letter French word, isn't so hard to understand, but you need to get dirty.

Episode 4: So Many Grapes, So Little Time

A primer on the most common red and white wine grapes.

Episode 5: World of Wine

Travel the wine globe in 30 minutes and learn about styles, grapes and reading labels.

Episode 6: Bubbles and More

The 411 on sparkling wines, fortified & dessert wines and other wine making techniques.

Episode 7: The Next Big Thing?

The wine world is no longer black or white, discover new wine grapes on the rise.

Episode 8: A Matter of Taste

What kind of wine do you like? Scientists and winemakers share some surprising insights.

Episode 9: Chefs and the Winemakers Who Love Them

Winemakers and chefs come together to explore the relationship of food and wine.

Episode 10: Mind of a Winemaker

We head into the vineyard and the mind of the winemakers from around the world.

Episode 11: World's Most Amazing Tasting Rooms

Tasting rooms have become tourist destinations, we visit some truly outstanding ones.

Episode 12: Deep End of the Wine Pool

You caught the wine-bug and want to bump up your game, this will help.

Episode 13: Best of Series

A best of recap of people, places and info, and a look at what's coming up in season 3.

FAQ



When and where does Uncorked air?

Slated for Fall/Winter (2017/2018) release, the series will air on PBS affiliates nationwide in roughly 90% of all TV markets. The series will also be made available online on PBS.org and through on-demand providers like Netflix.

Has filming for Uncorked begun?

Filming is on going in North America, Europe, South America, South Africa, Australia and New Zealand.

Are the producers still looking for content?

Absolutely. Always. Contact us.

What sort of things do the producers want to film?

Uncorked is about useful information, travel to wine country, food, compelling personalities and breathtaking photography. Though wineries and winemakers are certainly featured in every episode, we never focus on brand alone.

How can we be included on the show?

Take a look at the editorial schedule, maybe you have an idea for a story, interview, event or shooting location. *

To pitch us a story, interview or location, contact:

Kevin Whelan

Cell: 415-937-4685

Email: kmawhelan@gmail.com

- Uncorked: WMS is produced in strict compliance with PBS guidelines. We do not offer pay-for-play arrangements or product placement.



About Us

A Long Track Record of Producing Highly Successful Programming.

Kevin Whelan, the founder of Free Run Productions, produces for Discovery Channel, A&E, Court TV, Health Channel, Travel Channel, TLC, PBS, National Geographic, Nat Geo WILD, The History Channel and others. Kevin is also the largest producer of wine-related TV programming including *Uncorked: Wine Made Simple*, *The Winemakers*, and *WINE 101* with David Hyde Pierce (Niles on *Frazier*).

Kevin Whelan | Cell: 415.937.4685 | Email: kmawhelan@gmail.com

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