

**CHARLESTON WINE + FOOD**

**THE**



**VIDEO SERIES**

**PRESENTED BY**  
**COLLEGE OF CHARLESTON FELLOWS**  
**2020**

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# Executive Summary

Charleston Wine + Food has centered its work around sharing the stories that make the Charleston culinary community unique. This guiding principle has allowed Charleston Wine + Food to host one of the country's finest food festivals + to successfully serve as a champion of Charleston's hospitality industry.

In an effort to establish themselves as a year-round entity, Charleston Wine + Food has continued to put a sharp focus on the brand's mission of connection through storytelling as well as their ability to leave a lasting impact on the Charleston community. Through the transition into a multi-faceted media organization, Charleston Wine + Food strives to create a brand personality that perpetuates a sense of place.

To continue to build on the year-round brand, we have found inspiration in the messaging of the current "WE ARE" creative campaign, and have developed an integrated effort that establishes Charleston Wine + Food as "conversation starters." Through this campaign, we will bring together storytellers + experts from the community to share their ideas + expertise to a range of off-the-menu topics in a talk-show video series. Coming together over shared love of wine + food, we will learn from each other + engage in meaningful conversation all year-round.





# Research Insights

In preparation for the 2020 Charleston Wine + Food festival, primary + secondary research was conducted specifically in an effort to analyze the organization, the situation, and the key publics. From this research, there were several major takeaways that led to **The WE ARE Video Series**.

We wanted our campaign to build off of many of Charleston Wine + Food's strengths + help continue to build upon its weaknesses. In our SWOT analysis, some of the organization's strengths include its good stewardship in the community + its guiding principle of "people first." People - their thoughts + ideas - are at the core of our campaign. Weaknesses that we wanted to help improve in our campaign included highlighting talent through stories, creating meaningful year-round content, and providing a platform for diverse voices + inclusive programming.

When it comes to the latest festival trends, personalization + connectedness continue to be key trends that festival-goers expect to experience. Keeping the attendees connected to the organization year-round is important for an active audience. Continuing these conversations year-round will foster brand loyalty.

In terms of the publics, there is still a gap between Charleston Wine + Food's social media followers + their actual attendees. Engaging attendees + social followers year-round should aid in bridging this gap.

Through interviews with festival talent, we were able to recognize the importance of industry relationships for Charleston Wine + Food. Capitalizing on existing relationships + establishing new relationships is a worthy investment of time + resources for the organization; as a result, providing a platform to feature talent + partners in unique ways will engage this insight through a mutually beneficial initiative.





# Campaign Essence



As a “catalyst for connection,” we believe that Charleston Wine + Food is well-positioned to moderate important conversations around the issues that challenge the food + beverage community in Charleston + beyond. With inspiration from a variety of talk shows, including Vine Talk, Red Talk Table, Foreman + Wolf on Food + Wine, and The Shop, comes “The WE ARE Video Series,” featuring stories of celebration + challenge while tackling some tough + - sometimes tender - industry issues.

As an educational, storytelling series, + a sister to the Tasting Notes Live! platform, **The WE ARE Video Series** will lift up - + call attention to - the conversations that are happening along the paths of Lowcountry foodways. From sustainable agriculture to diversity in the food + beverage industry, we feel that Charleston Wine + Food has the people + platform to co-create important conversations that activate their values as well as engage relationships. Primarily shared through Charleston Wine + Food’s YouTube channel, **The WE ARE Video Series** conversations will be prepared with the intent to connect Charleston Wine + Food’s values + beliefs with stakeholder interests.

Through the lens of lifestyle gurus, chefs, foodies, storytellers, wellness warriors, globetrotters, activists and more, these videos will complement the overarching “WE ARE” creative campaign by showcasing the rich diversity of festival stakeholders + highlighting the strong relationships + ideals that make the organization an influential + important voice in the industry. With every video, the campaign will reiterate that Charleston Wine + Food is not just a food festival, but a serious advocate for the culinary community.

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# Campaign Objectives

Contributing to the organization's existing social media + website objectives, the campaign will strive to meet the following objectives:

1. Position Charleston Wine + Food as a thought-leader by hosting a minimum of 12 industry conversations a year.
2. Increase YouTube viewership by 100% by May 2020. Secure 800 views per video, Reach at least 100 subscribers by the end of season 1.
3. Increase Instagram engagement through the following: encourage at least 300 likes per post + a minimum of 5 comments per post, at least 2 tagged accounts + use of 1 consistent hashtag.
4. Increase blog traffic by 20% by May 2020.

## Campaign Goal

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To establish Charleston Wine + Food as a meaningful voice + thought-leader in the industry.



# Target Audience Profile

## Primary

The primary target audience of The WE ARE Video Series is **food + beverage industry professionals**. This audience includes chefs, managers, industry leaders, farmers, bartenders, food + beverage content curators, delivery drivers, dishwashers, and more. The industry supports a wide range of individuals, + each group hosts different perspectives + ideals within the shared space of food + beverage. Some of the contemporary interests + hot-button issues for the largest marketplace in the 21st century include:

- Food safety
- Sustainability
- Ever-changing consumer trends
- Mental health + wellness
- Increasing profitability
- Food insecurity
- Skilled labor
- Healthy + supportive work environments
- Rise of technology + the digital enterprise in the F+B space

In addition to popular publications like *Saveur + Bon Appetit*, food + beverage professionals tend to read trade publications such as *Restaurant Business*, which is a magazine geared toward larger restaurants that discusses trends + new technology being used in the industry. Another publication popular publication is *Total Food Service*, which serves the New York food industry + details the newest + greatest trends in the industry. Finally, *Food + Beverage Magazine* - as the "premiere destination for restaurants and hospitality influencers" - provides industry articles on multiple platforms + motivates conversation surrounding everything from innovative business ideas to emerging food trends.

Over 80% of Food + Beverage Industry professionals use social media for a variety of business + information-seeking needs. Moving away from traditional marketing efforts, different social media platforms like LinkedIn, Instagram, and Twitter are used to nurture leads, improve ROI, understand + connect with customers, and monitor competitors.

San Francisco boasts more restaurants than any other large city in the U.S., followed by New York City, Boston, Seattle, and San Jose. While our target audience is not specific to a geographic region, it is important to note that connecting with F+B thought leaders + influencers in the aforementioned cities as well as southern cities such as Atlanta, New Orleans, Charlotte and Charleston, will be integral to reach for a successful campaign effort.

This specific target profile is hard to nail down but the target audience member is someone who embodies the following characteristics:

- builds professional + personal industry relationships,
- heavily connected,
- active + interested in professional development activities,
- moderate to heavy social media user,
- knowledgeable about the food industry, and
- invested in tackling issues + making positive industry changes.

*Over 80% of Food + Beverage Industry professionals use social media for a variety of business + information-seeking needs.*

# Target Audience Profile

## Secondary

The secondary audience includes people who have a general interest in all topics relating to wine + food - people who identify themselves as “foodies”.

- **Foodie:** "a person who really loves food and has special knowledge of food and food preparation techniques." (Oxford)

This particular group of people are actively interested in the food industry, constantly seek out new + interesting eating experiences, know about chefs + their food preparation techniques, and simply love to cook. This includes but is not limited to food bloggers, people who enjoy trying + learning about new + unique food, + people who are intrigued by the culinary world. Given these characteristics, 56% of Americans consider themselves a foodie. Although a majority of foodies are young or millennials (36%), about 14% of the population of foodies are over the age of 55.

Social media is where many foodies tend to be; 90% of foodies regularly use Facebook + 76% use Instagram. These platforms give foodies a place to follow food + industry professionals. In addition to following F+B talent, foodies like to post their meals + recommendations on their own social media platforms, either professional or personal.

Members of the secondary audience frequently read culinary literature including blogs + magazines. Furthermore, 56% of this group wants to know about where their food came from + the history of the food they are eating. They may even participate in conversations about food + the ever-changing industry whether that be discussions about consumption trends, agriculture sustainability, and agriculture production through social media, blogging, podcasting, etc.

This audience actively searches + follows food-related accounts on social media. They go beyond watching two-minute cooking videos on social media to fill their information palette, but they indulge in content that discusses the deeper information about cooking, health, and more. They strive to expand their knowledge about food trends, culinary news, and more material within the realm of food. As for specific editorial platforms, foodies above the age of 55 (14%) are more likely to read magazines like *Eater*, *Bon Appetit*, and *Food and Wine*. In fact, to bridge the reader gap, *Food and Wine* is creating a brand specifically for millennials.





# Campaign Strategies + Tactics



# Campaign Strategy

Through an issues-based initiative, the campaign will provide a balance to the light-hearted + spirited voice of Charleston Wine + Food by lending the brand's voice to deeper, overarching themes that affect the organization + industry. In doing so year-round, we will be able to further develop a recognizable brand that is founded on thoughtful storytelling, meaningful experiences, compelling content, and a passion for its tribe.

Campaign strategy includes:

- Leverage existing relationships + forge new relationships to facilitate a discussion of diverse voices + invested advocates to create evergreen content
- Focus on topics that have a long shelf life to build equity with industry audiences + offer educational viewing experiences
- Create a brand personality + face of Charleston Wine + Food to serve as the Series' host + head "conversation starter"
- Utilize the established Charleston Wine + Food YouTube channel as the communication cornerstone of the campaign with complementary communication activity on Instagram + the Tasting Notes blog
- Develop a unique hashtag to organize all content relevant to the Series - #WeAreConversationStarters
- Engage a media outlet to promote, participate in, and extend the conversations that transpire throughout the series
- Create sponsor relationships that support campaign efforts + amplifies shared values between sponsor + CHSWFF
- Engage social followers by opening a dialogic loop on YouTube + Instagram





# Central Tactic

## Video Assets

### Overview:

The WE ARE Video Series is intended to add additional layers onto the already existing WE ARE Campaign, while curating an informative narrative about issues in the food + beverage industry. This series is divided into three seasons, all of which pertain to different overarching issues + trending topics in the industry. Through an issues-based initiative, the series slight contrast to the usual light-hearted + spirited voice of Charleston Wine + Food will show that the complex brand strives for authenticity and relevance.

Regarding timing, the three episodes in each season will be released weekly. This leaves time in between seasons for promotional work through Charleston Wine + Food social media platforms. We are planning to execute this video series year-round. In this year-round schedule, we can further develop a recognizable brand that is founded on thoughtful storytelling, meaningful experiences, compelling content, and a passion for its tribe.

### Episode Length:

The optimal time frame for the digital talk show format is 25-27 minutes. This allots space for a collaborative conversation between hosts + participants to have both sufficient representation respectively + for the conversation point to be both thoroughly + succinctly covered. We referenced many different talk shows throughout various digital platforms of the same format that have performed well. Some of these Include Red Table Talk, Vine Talk, and The Morning Toast, + they have all come in at a cumulative average of 25 minutes.

CHARLESTON WINE + FOOD FELLOWS

# WE ARE

Video Series  
Season Topics

## SEASON 1

### WE ARE WELLNESS WARRIORS

#### EPISODE 1

We Are Health + Wellness Gurus

Guests: Kat Kinsman + Sarah Frick

#### EPISODE 2

We Are Resilient Individuals

Guests: Steve Palmer + Mickey Baskt

#### EPISODE 3

We Are Fitness Fanatics

Guests: Alan Shaw + Susan 'Q' Patterson

## SEASON 2

### WE ARE ENVIRONMENTAL STEWARDS

#### EPISODE 1

We Are Urban Farmers of the  
Lowcountry

Guests: Germaine Jenkins + Joseph  
Fields

#### EPISODE 2

We Are Community Problem-Solvers

Guests: Andrea Limehouse + Ryan  
Turner

#### EPISODE 3

We Are Ocean Enthusiasts

Guests: Jared Hulteen + Michael Hodges

## SEASON 3

### WE ARE INDUSTRY LEADERS

#### EPISODE 1

We Are Employee Advocates

Guests: Karalee Nielsen Fallert + Susan  
Spikes

#### EPISODE 2

We Are Trend Analysts

Guests: Dana Cowin + McKel (Hill)  
Kooienga

#### EPISODE 3

We Are Techies

Guests: Jared Hulteen + Kirk Thornby

# Central Tactic

## Setting

### Setting:

Gillian + guests will sit around the kitchen table in the soft green velvet chairs. The table will be moved in front of the wall with the six bold photographs representing different food + beverage environments. Greenery will cap the set on either end to create a full + colorful space.



- The overall aesthetic of The WE ARE Video Series will be expressed through the stark contrast between the white walls, colorful photographs, bright personalities against the solid wood table, and warm chairs.
- The tone of The WE ARE Video Series will be authentic + deliberate, as well as welcoming + accessible. Through a lineup of relevant + notable guests, all conversations will hold the tone of professionalism with a personal twist/humanizing element.



# Central Tactic

## Elements of The Episode

While the conversation for episodes will differ significantly, there will be shared brand elements across each of them.

### **Production Elements:**

#### Intro Elements:

*Audio:* loud, bold and punchy music

*Visual:* Quick and colorful frames that resemble the "We Are" promo sizzle; voiceover by different individuals highlighting the names of the episodes (i.e. "We are ocean enthusiasts" followed by the last voiceover by Gillian: "We are conversation starters").

#### Static Elements:

- Every episode will start with the same interaction to introduce the show The WE ARE Video Series + the different topic of that episode.
- A casual yet semi-structured conversation will follow, exploring the experience, thoughts, and ideas of episode guests.
- Wrapping up each episode, Gillian will ask the same question to all guests; for example, "Who were you? Who are you? Who do you want to be?"
- Episodes will close with an encouragement for viewers to share comments + questions directly on the YouTube episode, follow Charleston Wine + Food on all social channels, and watch the next episode (with a topic teaser).



# Central Tactic

## Season 1 Episode Topics

**Season 1 dives into all things health + wellness starting with conversations surrounding mental health, substance abuse + addiction, and physical wellbeing. Through guided discussions encircling these topics, season 1 will act as the liaison between the importance of mental + physical wellbeing in the food + beverage industry.**

Tackling the health + wellness trend, Season 1 Episode 1 invites guests **Kat Kinsman + Sarah Frick** to talk about their personal experiences + the importance of both mental + physical wellness. Author + mental health advocate, Kinsman will address the stigma behind mental health in the food industry + explain why this issue is becoming increasingly important. Sarah Frick's presence in Charleston + beyond makes her a powerful voice in the wellness world + relevant to Charleston Wine + Food (due to the way that food + health are so closely Intertwined).

Episode 2 dives into the struggles of substance abuse + the story behind Ben's Friends with founder, **Steve Palmer**. Ben's Friends is a food + beverage industry support group offering hope, fellowship, + a path forward to professionals who struggle with substance abuse + addiction. Recognized by The New York Times, NPR, Southern Living, Atlanta Magazine and more, Palmer would be a positive testimony because of his personal story + his successes in sobriety.

Episode 3 will feature **Alan Shaw** from Rhapsody Fitness + **Susan 'Q' Patterson**, of Oblique Magazine. Throughout the episode, Both Alan + Susan will discuss the fitness industry + the importance of daily exercise + how it improves physical + mental health. During the show, Alan + Susan will discuss their history in the fitness industry along with their growth in their careers. Due to a rise in boutique fitness centers, having Alan + Susan on the series will increase viewership, as many people in the Charleston area are becoming more interested in these topics.





# Central Tactic

## Season 2 Episode Topics

**Season 2 ties together traditional farming + urban farming ideologies in hopes of encouraging farm to table operations within the Charleston area. Beginning with conversations surrounding urban agriculture + family-owned farms, food deserts + insecurities, and oyster farming.**

The first episode of Season 2 of The WE ARE Video Series will feature **Germaine Jenkins**, the Co-founder + CFO at Fresh Future Farm Inc. + **Joseph Fields** from Joseph Fields Farm in John's Island. The focus of this episode will be on the importance of farm to table operations in the greater Charleston area as well as the impact small farmers have on large communities. With a rise in gentrification + other practices that pushes locals out of the community, this episode will highlight the negatives on these practices + how their line of work is positively changing the local farming industry.

Episode 2 will focus on problem-solvers in the community, + will feature **Andrea Limehouse**, the Vice President of Limehouse Produce + **Ryan Turner**, the President of The Giving Kitchen in Atlanta, Georgia. In the episode, Limehouse + Turner will discuss the issue of food insecurity in the region. Guests will be vital to the series because of the influence + knowledge they have in the subject of food insecurity + how it is a growing issue within the community.

The final episode of season 2 will feature **Jared Hulteen** from Barrier Island Oyster Co. + **Michael Hodges**, the Lead Field Biologist for the South Carolina Department of Natural Resources, which has a focus on oyster restoration + conservation. The episode will discuss topics surrounding the relationship between plastic + oyster farming, and the environmental impacts on the ocean. Having guests like Hulteen + Hodges who are experts in the field will educate + inspire viewers to make an impact on the coastal conservation community.



# Central Tactic

## Season 3 Episode Topics

**Season 3 analyzes all things tech + business savvy. Starting with labor shortage + seasonality of employees, dietary trends + consumer preferences, and technological advances in the food + beverage industry.**

In the first episode of season 3, guests will include **Karalee Nielsen Fallert**, the co-owner of Taco Boy, The Royal American, The Park Cafe, Wiki Wiki Sandbar, Montessori Learning Collective, + the founder of The Green Heart Project + **Susan Spikes** of Women in Hospitality United. The episode will discuss the importance of employee advocates in the food + beverage profession. With the backgrounds that Fallert + Spikes have, viewers will gain greater insight into the importance of advocating on behalf of others in this business.

In Season 3, Episode 2, guests will include **Dana Cowin**, previous Editor-in-Chief of Food & Wine + **Matt Taylor-Gross**, Staff Photographer at Saveur. These speakers will be able to focus on the change in Food + Beverage trends in the industry. Due to the backgrounds of Cowin + Gross, viewers will gain perspective on these topics from experienced industry opinion leaders. This episode will discuss the change in consumer preferences + how sustainability efforts are changing those preferences, the ebbs + flows of dietary trends + how the Food + Beverage industry can use these topics to their benefit.

In the final episode of the season, guests will include **Kevin Eichelberger**, founder + CEO of Blue Acorn + **Kirk Thornby**, CEO of Poached Jobs. These speakers will be able to bring to light the effects of technology in the Food + Beverage industry. This episode will focus on topics surrounding new + improved POS systems, eWOM + its impact on the industry, as well as the rise of hospitality applications + how they are affecting the industry.





# Supplementary Tactic

## Episode Listening Guide

As supplementary information, listening guides will be promptly released to compliment each episode. This guide looks into the lives of the guests, provides further details about the episode (due to the limited time frame of each), + includes resources that were not discussed in the episode. Not only does the guide give the audience clarity + additional information about the segments, but it's another way to promote the episode itself + the overall video series. With the combination of information about the guests + the episode's objectives, our viewers will see Charleston Wine + Food's transparency.

**See Appendix B for reference.**



FEAUTURING HOST GILLIAN ZETTLER  
+ GUESTS SARAH FRICK +  
KAT KINSMAN



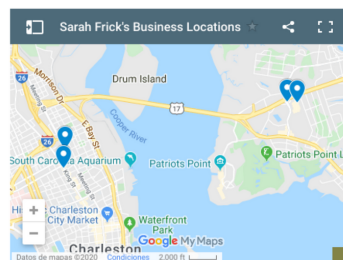
### Overall Episode Inpsos:

New York's native, Kat Kinsman + our Charleston local, Sarah Frick both have one thing in common: their goal of teaching + inspiring others to be their best selves.

### About The Guests

Sarah Frick is not only a co-founder of Charleston Power Yoga + a business owner of The Works, but is a mother, of children under the age of four. Something Frick prides herself in is not saying no to opportunities. With all these commitments she's not afraid to ask for help. Work/ life balance is a popular duo in this age, + Sarah prides herself in the tips + tricks she uses to make this balance possible. Throughout her 10+ year career as a business owner, she has made her expectations a reality. When Frick wanted to open CPY in the 2000's, her goal was to make the combination of a boutique + fitness company possible to an, at the time, underserved area in Charleston. From there, she has build a success Yoga studio, and her own pop up shop.

Kat Kinsman has cultivated an extensive resume through her work as a senior food and drinks editor at Time Inc.'s Extra Crispy, former editor at large, editor in chief of Tasting Table, founder editor of CNN's Eatocracy + former editor + writer for CNN Living. All that said, she is a self advocate for dealing with anxiety, as her book "Hi, Anxiety: Life With a Bad Case of Nerves", discusses how she was diagnosed with depression + anxiety at fourteen years old. She writes about not only her experiences with these illnesses but her mothers as well. Her goal through this book is to write a transparent narrative. While Kat struggles with issues herself, she has seen them in the hospitality industry as well. This reason motivated her to join the Board of Directors at the Heirloom Foundation. Additionally, Kinsman has a blog, Chefs With Issues, where she gives chefs + other participants in the food + beverage industry a platform to discuss their struggles with addiction + mental illness.



"The Works is home. It is where I meet myself on all my days. It is where I find community in my body and with my people."  
- Sarah Frick

"My mental mantra is about giving myself positive affirmations + curating a sustainable lifestyle for myself"  
- Kat Kinsman, when asked what her mental mantra is.



## Fire questions with Kat + Sarah

### What was your job your current career choice?

Kat: "Working at a clothing store in Brooklyn while I was in college."

Sarah: "Working at the Lululemon pop up shop on King Street, until the recession of 2008 hit, + the store had to close. At this point I realized I wanted to open up my own business, + used this time during the recession to curate some ideas."

### What was a mistake you made when you first started your career?

Kat: "When I first started, I was strictly in print editorial doing freelance. I was writing for as many columns as I could, + piled on as much work as I could. I think during this time I really learned time management."

Sarah: "When I first started, I thought I could do everything from marketing, to teaching, all while living a social life. I think realizing I could do it all but needed help was a major breakthrough for me."

# Supplementary Tactic

## Blog Posts

Blogs will be used to introduce the series one week in advance of the actual launch date. On the blog, readers will find information about what is to come on the video series. As the series begins, blogs will be utilized to give additional information about the guests + content which may have been cut for time or not discussed. The blogs will be located on the Charleston Wine + Food website, where there are already many readers. Blogs will be used to address other content that was not already covered in the video series. One example of a blog that discusses new content is, "Sarah Frick's Tips to Staying Healthy." **See Appendix C for reference.**



### Introducing: The WE ARE Video Series

Introducing **The We Are Video Series**, a new video series from Charleston Wine + Food, hosted by our very own Gillian Zettler. On the show we will have guests with all different professional backgrounds both in Charleston and in the surrounding areas. The WE ARE Video Series will highlight the "We Are" mentality starting with season one, "We are Wellness Warriors."

On our online series, topics will range from mental health within the food industry to living and practicing sustainable lifestyles. Every episode you will hear from a different guest from all different organizations like restaurants to yoga studios. The WE ARE Video Series provides something for everyone and every taste.

Stay tuned for our first season which is set to come out in April 2020 and will feature stories from professionals in the food and wellness industries.



### Sarah Frick's Tips to Staying Healthy

On episode two of **The We Are Video Series**, we sat down with Sarah Frick, the owner of The Works and host of "Are you For Real?". We wanted to know more about how she stays healthy and so we asked her for some of her personal tips and tricks:

1. Eat intuitively This does not mean eat any and all food without having no regard for the nutrition facts but rather, eating what you want without restrictions. For example, try going low carb instead of low carb.
2. Find an exercise that works for YOU. Try a bunch of different exercise classes your town has to offer and see what works and what doesn't. Or, go for a walk around the park during your lunch break. It does not matter what you do, all that matters is you find a way to get up and moving.
3. Practice meditation or mindfulness. By doing this, you will be able to begin your day with a clear and open mind ready for anything that comes your way!



# Supplementary Tactic

## Social Media Posts

Social media posts will help promote The WE ARE Video Series through Facebook + Instagram; slightly different posts will be distributed across each platform given the different social audiences.

A promotional teaser post will come out a week before each episode drops along with a reminder post the day before. A post that links to the actual episode will drop on Mondays.

The hashtag #WEAREConversationStarters will be used to create a space on social media for all content pertaining to the video series. Other hashtags will be used + specified in the editorial calendar. The editorial calendar will be used as a tool to keep all of The WE ARE Video Series social media in one place + in an organized manner.

**See Appendix D for reference.**



**chsweare** Coming in May to Charleston Wine + Food is something new on our menu. The WE ARE Video Series will foster conversations on what matters most to wellness warriors, good time gurus and friendly folk. Pull up a chair and gather round the table as we invite chefs, farmers, purveyors, mixologists, and every piece of the puzzle that makes up the culinary community. We'll see you in the Cookbook Nook on May 4th. 🍷🌱👉

[View Insights](#)

[Promote](#)



**chsweare** WE ARE [#wellnesswarriors](#) 🙌 Tune in to our first episode of the WE ARE Video Series, premiering Monday, May 4th. Join us as we begin to fill our plates with discovering what wellness truly means featuring saralivesyoga of theworkschs. .

# Supplementary Tactic #5

Series Media Partner

**FOOD & BEVERAGE**  
MAGAZINE

In order to extend the reach of The "We Are" Video Series content + facilitate additional opportunities for meaningful conversations, there is a great advantage in partnering with a media outlet which shares a similar target audience + business values.

For these reasons, we suggest a formal media partnership with **Food and Beverage Magazine**. The magazine, which includes print and digital platforms also has a social following that touts:

- Instagram - 10K
- Twitter - 5.5K
- Facebook - 24K
- LinkedIn - 3K
- Weekly Newsletter - 400K

Also noteworthy, the magazine sponsors a podcast network that "boosts podcast revenue + listenership for industry partners" like Fork on the Road, The Proof, The Hangover Takeover, etc.

The partnership pitch would include a relationship where Food and Beverage Magazine would either (a) promote the video series on select social channels, (b) create complimentary content that aligns with + extends episode conversations, +/or (c) invites Gillian to serve as a guest columnist following each season.

**See Appendix E**



# Supplementary Tactic

## Season Sponsors

Each season will facilitate conversation surrounding important yet diverse industry issues. It is important to recognize that while we anticipate a consistent viewing audience, the conversation topics will drive audience attention + interest. We also recognize that the different topics + issues addressed presents an opportunity to establish new relationships with organizations either impacted by these conversations or advocating for industry professionals relevant to these conversations; therefore, we recommend the following season sponsors.

### Season 1:

For season 1, we suggest **Care/of** as a season sponsor because of their brand mission surrounding all things wellness, health, and fitness. Care/of focuses on vitamin + supplement personalization through considering customer needs + wants to provide those customers with customized products. Similar to The WE ARE Video Series mission, Care/of provides transparency + honesty in the entirety of their product offerings + mission work. By utilizing the power of technology, science, and human empathy, their philosophy is to help everyone live a healthier + happier life by understanding the importance of self care.

### Season 2:

For season 2, we suggest **Freight Farms** due to their persistent initiatives to take local food to a global scale in hopes of minimize the monumental impact of food deserts + food insecurities in various areas. By allowing organizations to participate in the various opportunities to take part in the fast-growing local food market, Freight Farms movement + brand values align with The WE ARE Video Series precisely. Due to the fact that Freight Farms does not have a current presence in South Carolina, this video series may share an appealing sponsorship opportunity that can provide strong visibility for the brand as well as the ability to tap into some of the relationships that Charleston Wine + Food has fostered across the state.

### Season 3:

For season 3, we suggest **Rayka** due to the local + minimalist appeal of the restaurant recommendations app. Rayka embodies love + dedication to supporting the Charleston food + beverage scene, and as an upcoming + growing app, Rayka utilizes customer feedback + recommendations to foster long term app users + audience members. Though Rayka competes with traditional restaurant recommendation apps/services (i.e. Yelp), Rayka's mission is to organically allow friends + experts using the app to relate to larger audiences with a more personal approach to recommending. We believe the scalability of this app has major potential to expand, while fitting the mission values + ideals that The WE ARE Video Series holds.



care/of



# Supplementary Tactic

## Advertising

While the series will be promoted on the website, newsletter, social platforms and Tasting Notes, we also recommend digital advertising.

### Ad Placement Specs:

- YouTube ads will be formatted as a thumbnails next to related videos or on the YouTube homepage + will pop up as a thumbnail on "Suggested Videos" on the right column when watching videos
- Facebook ads will be single video advertisement (promotional content snippets) + single image thumbnails

We would like to invest in digital + social media advertising as soon as the release of the first promotional Instagram + Facebook posts of the series air to help promote impressions + engagement. We will create ad campaigns via Facebook, Instagram, and Google AdSense (which encapsulates Google + YouTube). Facebook + Instagram provides the most optimal coverage based upon where Charleston Wine + Food has succeeded in generating engagement + impressions through digital ads.

Charleston Wine + Food has generated up to four times as much revenue as they have spent on Facebook ads. The introduction of YouTube ads will need to be something Charleston Wine + Food invests in to further expand upon the video's views + the goal of increasing YouTube presence.

### Total Proposed Digital Ad Budget:

\$2,100 (Approx ⅓ of Annual Digital Marketing Budget) with 40% distributed to Facebook ads, 30% distributed to Instagram ads + 30% distributed to Google AdSense (YouTube).

## DEMOGRAPHIC PROFILES

### CULINARY INDUSTRY PROFESSIONALS

**AGE/GENDER: 25-54  
YEAR OLD WOMEN + MEN**

#### TARGET AREAS

Greater Charleston, Columbia,  
Greenville, Charlotte, Savannah

Cities of Atlanta, New York, Richmond,  
Raleigh

#### INTERESTS (KEYWORDS):

*Food Service, Hospitality, Food + Beverage, Charleston SC, Charleston Food, Chef's Table, Cooking, Southern Hospitality, Beverage Industry, Restaurants, Food Events, Beverage Events, Fine Dining, Professionals, Industries, Experts, Viewers, Southern Living, Historic District, Wine + Spirits*

### FOODIES

**AGE/GENDER: 25-54  
YEAR OLD WOMEN**

#### TARGET AREAS

Greater Charleston, Columbia,  
Greenville, Charlotte, Savannah, and  
Atlanta

#### INTERESTS (KEYWORDS):

*Food, Wine, Charleston SC, Travel, Hotels, Fine Dining, Charleston Food, Wellness, Southern Living, Southern Hospitality, Food & Wine, Historic District, Wine + Spirits*



# Budget

## Vive Media

Vive Media is a video production agency based in Charleston. Their former clients include Charlestowne Hotels, Explore Charleston, and the College of Charleston. For a five-episode season, shot in one day with minimal camera angles, their initial proposed budget is \$5,000. The addition of multiple camera angles will increase the cost to \$6,000. This budget includes a one-time \$1750 fee for the creation of a custom graphic animation as the intro for the talk show. The proposal can be found [here](#).

## Hed Hi Media

Hed Hi Media is the video production agency that Charleston Wine + Food most often utilizes for video production projects. We worked with Hed-Hi Project Manager Brittini Bennett on projections for cost of production + post production. Their full quote can be found [here](#).

## Collins Creative

Calvin Collins of Collins Creative has worked as a freelance Project Manager on a variety of different Charleston Wine + Food digital productions. Calvin's Quote can be found [here](#).

## 843 Productions

843 Productions is a video production agency based in Charleston. Due to poor communication, we do not suggest using this agency. However, if interested, their quote can be found [here](#).

## In-House

We expect that the prior proposals will be more attractive than producing videos in-house. Regardless, we have prepared a budget for the video production equipment costs if CHSWFF were to do so.

See Appendix F for budget breakdown.

### VIVE MEDIA

#### PRODUCTION COSTS

\$4,250

#### POST-PRODUCTION COSTS

\$1,750

#### TOTAL COST

\$6,000

#### COST PER EPISODE

\$1,200

### HED HI MEDIA

#### PRODUCTION COSTS

\$6,000

#### POST-PRODUCTION COSTS

\$30,000

#### TOTAL COST

\$36,000

#### COST PER EPISODE

\$7,200\*

### 843 PRODUCTIONS

#### PRODUCTION COSTS

\$8,750

#### POST-PRODUCTION COSTS

N/A

#### TOTAL COST

\$8,750

#### COST PER EPISODE

\$1,750

### COLLINS CREATIVE

#### PRODUCTION COSTS

\$11,200

#### POST-PRODUCTION COSTS

\$7,500

#### TOTAL COST

\$18,700

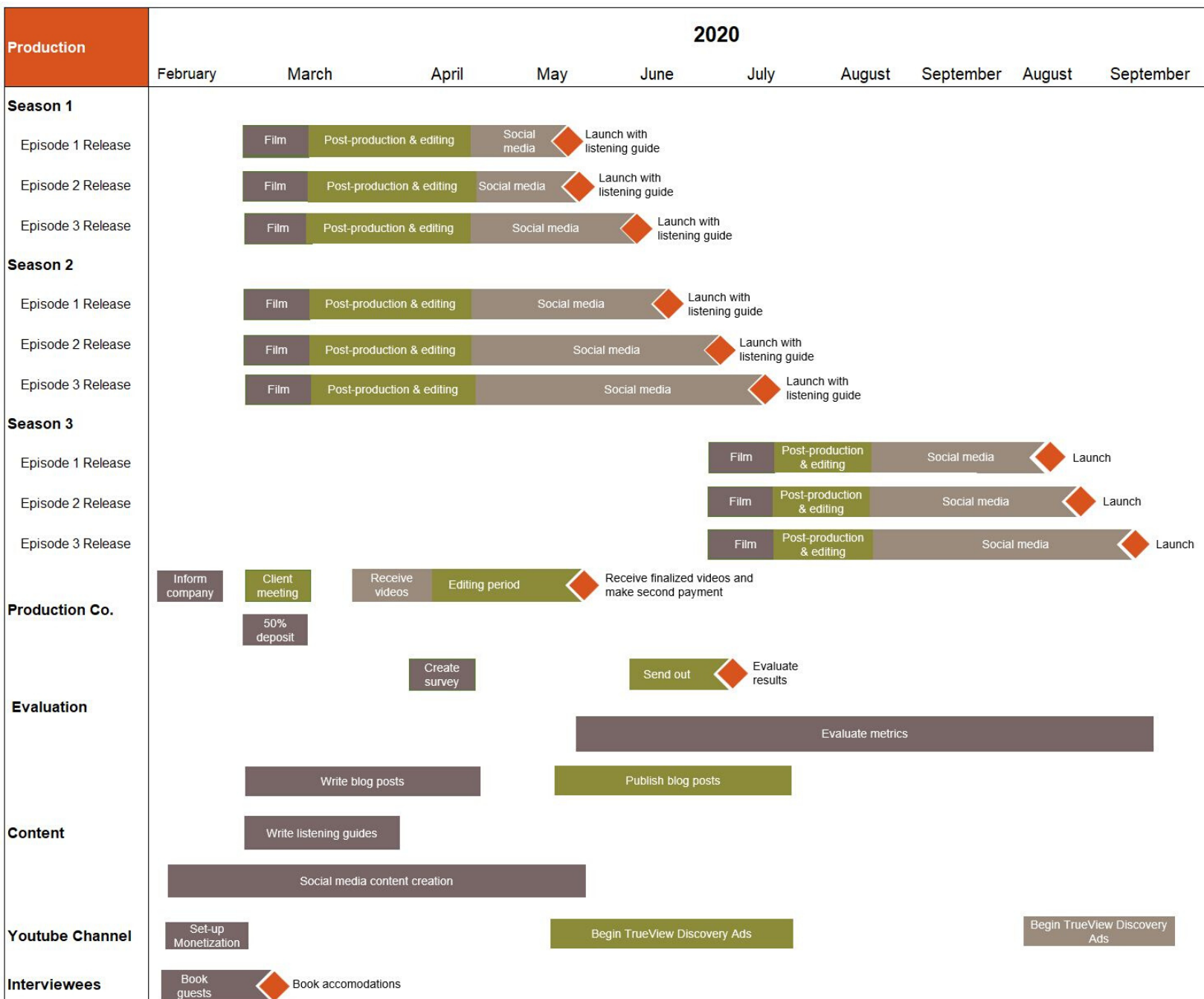
#### COST PER EPISODE

\$3,740

\*WE ARE NEGOTIATING WITH HED HI + COLLINS CREATIVE

# Gantt Chart

Note: An interactive Google Calendar of the timeline can be found at Appendix G.





# Evaluation

**Position  
CHSWFF as a  
thought-  
leader by  
hosting a  
minimum of  
12 industry  
conversations  
a year.**

We will assess the success of our first objective through the following evaluation techniques:

Baseline + benchmark viewership surveys sent out at varying points over the series timeline. The brief survey would be developed using Survey Monkey and distributed to industry stakeholders that match the target audience profile +/- confirmed viewers of the "We Are" series.

While questions would differ depending on the point of inquiry, example viewership questions related to the objective may include:

- Describe Charleston Wine + Food using one word.
- Do you view Charleston Wine + Food as an advocate for the food + beverage community?
- What issues do you think are most important and/or compelling for the industry at this moment in time?
- Did Charleston Wine + Food share an informative viewing experience?
- Where the episode guests knowledgeable? Relevant? Relatable?

# Evaluation

**Increase YouTube viewership by 100% by May 2020. Secure 800 views per video, reach at least 100 subscribers by the end of season 1.**

Evaluated through the keyword strategy used per blog post to increase SEO (search engine optimization) to focus on keyword concentration when “googled”.

Tracking frequency of: “Swipe up” actions taken on stories promoting The WE ARE Video Series videos + the actions taken from the individual story, navigation on story, e.g. how many users clicked back, forward, next story, or exited the story.

Evaluated through connecting Charleston Wine + Food Google Analytics to the YouTube channel to:

Track the traffic volume to the channel, the most frequent time of day users are visiting, how the channel acquires the majority of its visitors, geographic location of the users, devices used to access the channel, and time spent on the videos.

Through the evaluation Google Analytics linked to the Charleston Wine + Food YouTube channel, we are able to gain a broader idea of who is engaging with the show + gather data on new + improved posting times.

**Increase blog traffic by 20% by May 2020.**



# Evaluation

**Increase Instagram engagement on the posts relating to The WE ARE Video Series through the following: encourage at least 300 likes per post + a minimum of 5 comments per post, at least 2 tagged accounts + use of 1 consistent hashtag**

Evaluated through the frequency of posts:

- Recommend posting at least 1-2 times a day, with a minimum of 3 stories posted on the day the video is released
- Consistent tracking of Instagram analytics regarding each post relating to The WE ARE Video Series

Other analytics gathered to develop a full evaluation profile will include:

- Number of profile visits + reach
- Number of actions taken from the post + the number of website/link to YouTube channel clicks
- Number of new followers regarding the post
- Overall impressions (from the home page, hashtags, and explore) - all via Instagram Post Insights

# Appendix A

Guest,

The WE ARE Video Series is a collaboration of guests having conversations relating to their fields of expertise, while our host, Gillian Zettler, leads the discussions. Our series covers a variety of topics ranging from wellness, sustainability, and rising technology in the food and beverage industry. As an educational, storytelling series, + a sister to the Tasting Notes Live! Platform, The WE ARE Video Series will lift up - + call attention to - the conversations that are happening along the paths of the Lowcountry foodways.

We find that you will be the ideal guest in our upcoming episode relating to (TOPIC) because of your notable expertise + influence in the industry. We invite you to participate in (DATE) to discuss (TOPIC) + implementation further.

Please reach out to (CONTACT INFORMATION) with any further questions. We look forward to continuing our conversation and hope to bring you on to The WE ARE Video Series!

Best, (NAME)

# Appendix B

THE WE ARE VIDEO SERIES  
SEASON 1 EPISODE 1

## WE ARE HEALTH + WELLNESS GURUS

*mental health + mental mantra*

FEATURING HOST GILLIAN ZETTLER  
+ GUESTS SARAH FRICK +  
KAT KINSMAN



### Overall Episode Inpso:

New York's native, Kat Kinsman + our Charleston local, Sarah Frick both have one thing in common: their goal of teaching + inspiring others to be their best selves.

### About The Guests

Sarah Frick is not only a co- founder of Charleston Power Yoga + a business owner of The Works, but is a mother, of children under the age of four. Something Frick prides herself in is not saying no to opportunities. With all these commitments she's not afraid to ask for help. Work/ life balance is a popular duo in this age, + Sarah prides herself in the tips + tricks she uses to make this balance possible. Throughout her 10+ year career as a business owner, she has made her expectations a reality. When Frick wanted to open CPY in the 2000's, her goal was to make the combination of a boutique + fitness company possible to an, at the time, underserved area in Charleston. From there, she has build a success Yoga studio, and her own pop up shop.

Kat Kinsman has cultivated an extensive resume through her work as a senior food and drinks editor at Time Inc.'s Extra Crispy, former editor at large, editor in chief of Tasting Table, founder editor of CNN's Eatocracy + former editor + writer for CNN Living. All that said, she is a self advocate for dealing with anxiety, as her book "Hi, Anxiety: Life With a Bad Case of Nerves", discusses how she was diagnosed with depression + anxiety at fourteen years old. She writes about not only her experiences with these illnesses but her mothers as well. Her goal through this book is to write a transparent narrative. While Kat struggles with issues herself, she has seen them in the hospitality industry as well. This reason motivated her to join the Board of Directors at the Heirloom Foundation. Additionally, Kinsman has a blog, Chefs With Issues, where she gives chefs + other participants in the food + beverage industry a platform to discuss their struggles with addiction + mental illness.



# THE SEGMENTS

*Of We Are Health + Wellness Gurus:*

Introduction:

Minutes 1- 4:45:

Segment 1:

Minutes 4:46- 11:07: **Stigmas** around mental health in the food + beverage industry

Segment 2:

Minutes 11:08- 17: **Lack of benefits + healthcare**

Segment 3:

Minutes 17:01- 25:30: When, where, and how to ask for help

Final Notes:

Minutes 25:31- 27



## Suggested Resources From Charleston Wine + Food, + Guests

Segment 1:

- <http://chefswithissues.com/2016/10/06/mad-symposium-whats-killing-the-restaurant-industry/>
- <https://tucsonfoodie.com/2019/01/11/the-food-beverage-industry-mental-behavioral-health/>

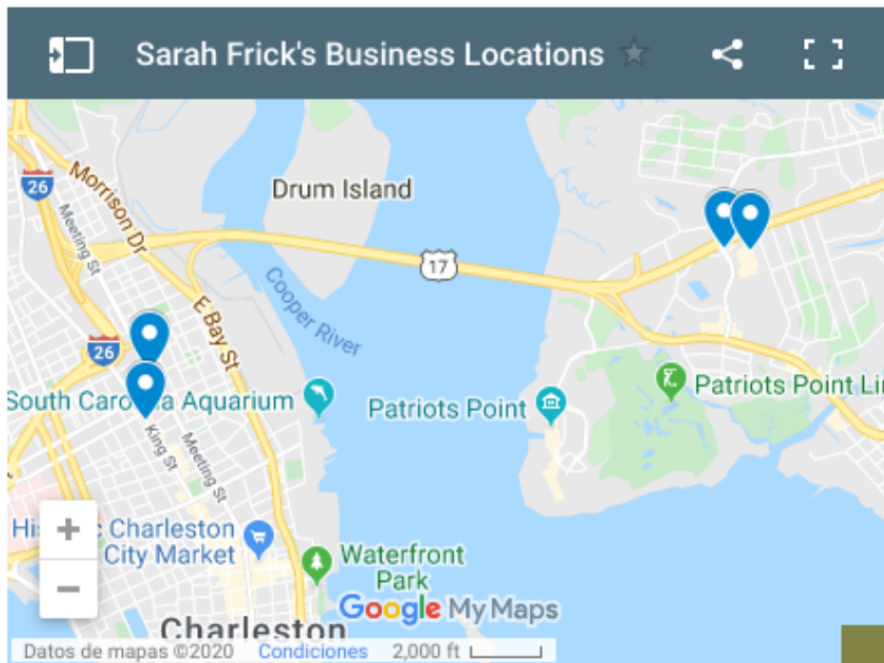
Segment 2:

- <https://money.usnews.com/careers/best-jobs/waiter-and-waitress/salary>
- <https://www.nytimes.com/2020/01/10/business/taco-bell-manager-salary.html>
- <https://www.dol.gov/agencies/whd/state/minimum-wage/tipped#SouthCarolina>
- <https://time.com/5658442/tipped-restaurant-workers-american-economy/>
- [https://blog.poachedjobs.com/?\\_ga=2.15263157.2061115179.1580864691-1514616570.1580864691&\\_gac=1.262786360.1580864695.EAlaIQobChMII4HM8Ju55wIVwZyzCh3QnQq9EAAYASAAEgLIwPD\\_BwE](https://blog.poachedjobs.com/?_ga=2.15263157.2061115179.1580864691-1514616570.1580864691&_gac=1.262786360.1580864695.EAlaIQobChMII4HM8Ju55wIVwZyzCh3QnQq9EAAYASAAEgLIwPD_BwE)

Segment 3:

- <http://www.tart.org/>
- <https://www.theheirloomfoundation.org/about.html>
- <https://www.nyfarmnet.org/about>
- <https://www.bensfriendshope.com/about>





"The Works is home. It is where I meet myself on all my days. It is where I find community in my body and with my people."  
- Sarah Frick

"My mental mantra is about giving myself positive affirmations + curating a sustainable lifestyle for myself"  
- Kat Kinsman, when asked what her mental mantra is.



## Fire questions with Kat + Sarah

### What was your job your current career choice?

Kat: "Working at a clothing store in Brooklyn while I was in college."

Sarah: "Working at the Lululemon pop up shop on King Street, until the recession of 2008 hit, + the store had to close. At this point I realized I wanted to open up my own business, + used this time during the recession to curate some ideas."

### What was a mistake you made when you first started your career?

Kat: "When I first started, I was strictly in print editorial doing freelance. I was writing for as many columns as I could, + piled on as much work as I could. I think during this time I really learned time management."

Sarah: "When I first started, I thought I could do everything from marketing, to teaching, all while living a social life. I think realizing I could do it all but needed help was a major breakthrough for me."

# Appendix C



## Introducing: The WE ARE Video Series

Introducing **The We Are Video Series**, a new video series from Charleston Wine + Food, hosted by our very own Gillian Zettler. On the show we will have guests with all different professional backgrounds both in Charleston and in the surrounding areas. The WE ARE Video Series will highlight the “We Are” mentality starting with season one, “We are Wellness Warriors.”

On our online series, topics will range from mental health within the food industry to living and practicing sustainable lifestyles. Every episode you will hear from a different guest from all different organizations like restaurants to yoga studios. The WE ARE Video Series provides something for everyone and every taste.

Stay tuned for our first season which is set to come out in April 2020 and will feature stories from professionals in the food and wellness industries.



# Appendix D



 **WE ARE**  
· February 4 · 

Coming soon to Charleston Wine + Food, a new video series where we will sit down with the wellness warriors, libation lovers, and conversation starters of the culinary community to uncork crucial conversations. The WE ARE Video Series will serve as the perfect pairing of stories and conversations among those who nourish our soil, shuck our oysters and garnish our cocktails. We'll see you in the Cookbook Nook on Monday, May 4th.  
[#WEAREConversationStarters](#)

 Tag Photo  Add Location  Edit

 Like  Comment  Share 



Comment as WE ARE

Press Enter to post.



 **WE ARE**  
· February 4 · 

T-minus three days until our first episode of The WE ARE Video Series. You'll want to grab your yoga mat and sun salutation into mindfulness as we talk about the real meaning of wellness with Sarah Frick of The Works.  
[#WEAREConversationStarters](#)

 Tag Photo  Add Location  Edit

 Like  Comment  Share 



Comment as WE ARE

Press Enter to post.



 **WE ARE**  
· 2 hrs · 

Episode One of The WE ARE Video Series is now live! Sit down with us as we explore what wellness means to the food + beverage community with sarahlivesyoga from theworkschs.  
[#WEAREConversationStarters](#)

 Tag Photo  Add Location  Edit

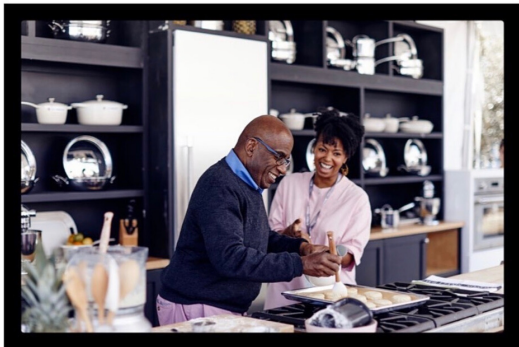
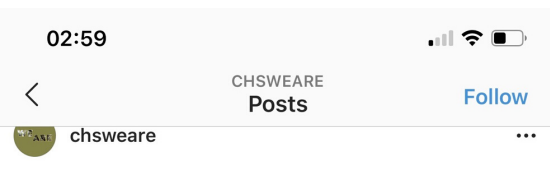
 Like  Comment  Share 



Comment as WE ARE

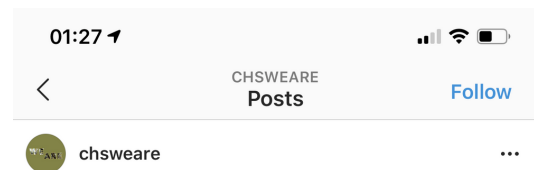
   

Press Enter to post.



**chsweare** Coming in May to Charleston Wine + Food is something new on our menu. The WE ARE Video Series will foster conversations on what matters most to wellness warriors, good time gurus and friendly folk. Pull up a chair and gather round the table as we invite chefs, farmers, purveyors, mixologists, and every piece of the puzzle that makes up the culinary community. We'll see you in the Cookbook Nook on May 4th. 🍷🥗🍋

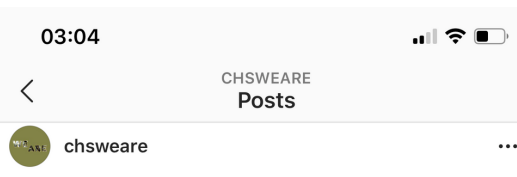
#WEAREConversationStarters #CHSWF #videoseries #weare #health #wellness #sustainability #environment #foodies



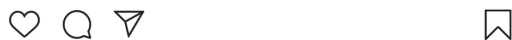
**1 like**  
**chsweare** Episode One of The WE ARE Video Series is now live! Sit down with us as we explore what wellness means to the food + beverage community with sarahlivesyoga from theworkschs. .

#WEAREConversationStarters #CHSWF #videoseries #weare #health #wellness #sustainability #environment #foodies

1 day ago





[View Insights](#) [Promote](#)







**chsweare** WE ARE #wellnesswarriors 🙌 Tune in to our first episode of the WE ARE Video Series, premiering Monday, May 4th. Join us as we begin to fill our plates with discovering what wellness truly means featuring sarahlivesyoga of theworkschs. .

#WEAREConversationStarters #CHSWF #videoseries #weare #health #wellness #sustainability #environment #foodiesofinstagram



WEEK FIVE							
DAY	TOPIC	PICTURE/VIDEO	COPY	HASHTAGS	TAGS	NOTES	TIME
Monday							
Instagram	Introduction to the video series		Coming in May to Charleston Wine + Food is something new on our menu. The WE ARE Video Series will foster conversations on what matters most to wellness warriors, good time gurus and friendly folk. Pull up a chair and gather round the table as we invite chefs, farmers, purveyors, mixologists, and every piece of the puzzle that makes up the culinary community. We'll see you in the Cookbook Nook on May 4th. 🍷🥗🍴	#WEAREConversationStarters #CHSWFF #videoseris #weare #health #wellness #sustainability #environment #foodies	n/a	n/a	3:15 PM
Facebook	Introduction to the video series		Coming soon to Charleston Wine + Food, a new video series where we will sit down with the wellness warriors, libation lovers, and conversation starters of the culinary community to uncork crucial conversations. The WE ARE Video Series will serve as the perfect pairing of stories and conversations among those who nourish our soil, shuck our oysters and garnish our cocktails. We'll see you in the Cookbook Nook on Monday May 4th.	#WEAREConversationStarters	n/a	n/a	3:15 PM

Friday							
Instagram	Reminder to watch the video series on Monday		WE ARE #wellnesswarriors 🙌 Tune in to our first episode of The WE ARE Video Series, premiering Monday May 4th. Join us as we begin to fill our plates with discovering what wellness truly means featuring saralivesyoga of theworkschs.	#WEAREConversationStarters #CHSWFF #videoseris #weare #health #wellness #sustainability #environment #foodies	n/a	n/a	4:00 PM
Facebook	Reminder to watch the video series on Monday		T-minus three days until our first episode of The WE ARE Video Series. You'll want to grab your yoga mat and sun salutation into mindfulness as we talk about the real meaning of wellness with Sarah Frick of The Works.	#WEAREConversationStarters	n/a	n/a	4:00 PM

WEEK ONE							
DAY	TOPIC	PICTURE/VIDEO	COPY	HASHTAGS	TAGS	NOTES	TIME
Monday							
Instagram	LAUNCH DAY		We are live with Episode 1 of The We Are Video Series! Wellness warrior sarafrick from theworkschs spills the (chamomile) tea on what wellness means to her and its importance to the food + beverage community.	#WEAREConversationStarters #CHSWFF #videoseris #weare #health #wellness #sustainability #environment #foodies	@sarahlivesyoga @theworkschs	MAKE SURE THE YOUTUBE POST IS LIVE!	4:00 PM
Facebook	LAUNCH DAY		Episode One of The WE ARE Video Series is now live! Sit down + enjoy exploring what wellness means to the food + beverage community with Sarah Frick from The Works.	#WEAREConversationStarters	@sarahfrick @theworkschs	MAKE SURE THE YOUTUBE POST IS LIVE! Make sure @sarahfrick is tagged correctly	4:00 PM



# Appendix E

After looking at F&B's media kit we thought they would be of value as a sponsor to the series.

F&B Magazine has a high number of social followers across all platforms

Below are numbers showing their website traffic which also includes mention of F&B Magazine being ranked by Alexa as the most trafficked website in the industry.

Below are numbers showing their digital issue subscribers, Average read time, and link outs.



**Social Stats**

-  **254,239+**  
Twitter Followers
-  **24,234+**  
Facebook Followers
-  **10,000+**  
Instagram Followers

FOOD & BEVERAGE MAGAZINE

## 2019 RATES / Website, Mobile, Programmatic

COMSCORE



**11,658,264**  
VISITORS  
March 2018 Google Analytics

**3,231,253+**  
UNIQUE VISITORS  
per month  
March 2018 Google Analytics

**3853**  **Alexa**  
The Web Information Company  
Alexa Ranking US  
April 2017

### WEBSITE

With expanded banner options and our editorial programs, you'll be sure to attract attention from the buyers you want. Plus, we have cost-free options of testing multiple banner designs to find the one with the highest response rates. Connect with operators online, whether they visit via desktop, smartphone, or tablet. Food & Beverage Magazine has a variety of banner choices to ensure you make the greatest impact.

## 2019 RATES / Digital Issue (Flip Book)

### DIGITAL

**427,110+**  
SUBSCRIBERS  
per month

**14:37**  
AVE. READ TIME  
per visitor

**75%**  
LINK OUTS  
Ads vs. Editorial

Our Advanced Interactive Ads allow our readers to click out directly to your site easily from within the digital magazine issue with direct social media sharing capabilities.

Below are newsletters showing their weekly newsletters delivered.

## 2020 RATES / eNewsletter

### WEEKLY Newsletter

**427,000+**  
eNEWSLETTERS  
DELIVERED  
per week

Emailed each week the newsletter delivers editorial content to our curated subscriber database directly from the Food & Beverage Magazine's editors and writers. This is the most timely, effective vehicle to deliver your marketing message directly to the in-box of restaurant owners, operators, and executives who drive purchasing decisions.



**FOOD & BEVERAGE MAGAZINE**  
www.fbm.com

Are you prepared to grow with millennial buyers?

August 2016 Issue Food & Beverage Magazine  
Food & Beverage Magazine, 12 Aug 07:55 AM

Trends, it is true that the culinary professional's lead in food trends. The staying power of upcoming trends can be best determined by its contributions to a society's consumption traditions. As

# Appendix F

## Proposals

	Vive Media	Hed Hi Media	843 Productions	Collins Creative
Production Costs	\$4,250	\$6,000	\$8,750	\$11,200
Post-Production Costs	\$1,750	\$30,000	NA	\$7,500
Total Cost	\$6,000	\$36,000	\$8,750	\$18,700
<b>Cost Per Episode</b>	<b>\$1,200</b>	<b>\$7,200*</b>	<b>\$1,750</b>	<b>\$3,740*</b>

\*We are negotiating the price down with Collins & Hed Hi

## Proposals: Features

	Vive Media	Hed Hi Media	843 Productions	Collins Creative
Quote is for five episodes	✓	✓	✓	✓
One day of filming for five episodes	✓	✓	✓	✓
Timely communication	✓	X	X	✓
50% deposit required	✓	NA	✓	NA
Quote includes licensed music	✓	✓	X	✓
Quote includes the creation of an intro	✓	✓	X	X
Multiple cameras (3)	✓	✓	✓	✓

## In-House Equipment Costs

<b>In-House Estimated Total Costs</b>	<b>\$1,584.00</b>
Audio Mixer	\$220
Sound Cancelling Headphones	\$110
Four Clip-On Microphones	\$280
Canon EOS 70D Camera	\$650
Camera Tripod	\$24
XLR Microphone Cables	\$60
Adobe Premiere Software (per year)	\$240

## Total Budgets (Suggested Proposal & In-House)

	<b>Using Vive Media</b>	<b>In-House</b>
Flat Production Costs (per 5 episodes)	\$6,000	\$1,580
Digital Advertising	\$2,100	\$2,100
Guest Travel Costs*	\$2,450	\$2,450
<b>Total Cost</b>	<b>\$10,550</b>	<b>\$6,130</b>
<i>Without guest travel costs</i>	<b>\$8,100</b>	<b>\$3,680</b>

## Potential Guest Traveling Expenses

*Note: These costs are variable and only to be used if CHSWFF chooses to invite the suggested out-of-town guests.*

<b>Travel Expenses</b>	<b>\$2,450.00</b>
Roundtrip Flight (New York)	\$200
Roundtrip Flight (Atlanta)	\$200
Roundtrip Flight (Nashville)	\$250
Roundtrip Flight (Oregon)	\$400
Hotel Rooms (Two night stays, four separate guests)	\$1,400



# Appendix G

## Timeline for "We Are" Video Series

Today March 2020 Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Mar 1	2	3	4	5	6	7
		Contact Potential Interviewees	Book travel accomodations		Create survey	
			CHSWFF Festival			
8	9	10	11	12	13	14
Book travel accomodations			Content Creation		Office break	
15	16	17	18	19	20	21
Content Creation						
Office break						
22	23	24	25	26	27	28
Content Creation						
Office break						
29	30	31	Apr 1	2	3	4
Content Creation						
	50% Deposit Due					
	Client & Production Company Me					

## Timeline for "We Are" Video Series

Today April 2020 Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	Apr 1	2	3	4
Content Creation						
	50% Deposit Due					
	Client & Production Company Me					
5	6	7	8	9	10	11
Content Creation						
12	13	14	15	16	17	18
	Season 1 & 2 Filming			In-House snippet creation		
	Write listening guides			Set-up Youtube monetization		
19	20	21	22	23	24	25
26	27	28	29	30	May 1	2
	Edit period					
	Receive edited videos					

Link to google calendar [here](#).