**Our Show’s Mission**

1. To promote the virtues of locally grown and prepared foods
2. To promote the virtues of our Dubuque Food Coop
3. To promote the virtues of fresh organically grown wholesome foods
4. To provide opportunities for producers to connect with their customers

**Building Brand Equity**

* Series-style video applied to broadcast, cable and Web television is one of the most powerful and effective means of brand marketing
  + Series television affords more exposure, lower cost-per-thousand
  + It creates its own audience of enthusiastic fans, and when coupled with social media it builds upon that audience in ways no other marketing form works

**Critical to long-term success**

* Because this is a television project, the show has excellent potential to earn revenue or at the very least earn enough to sustain itself.

**Critical to long-term success**

* Therefore the show should be organized around a solid business plan with the goal of producing revenue streams from sponsorship contracts.
  + Beneficiaries include

1. Dubuque Food Coop
2. Matter
3. The Coop Cookery Production

**What does a show consist of?**

* It’s ostensibly a cooking show.

1. Shopping with the chef
2. Cooking on camera

* But it’s also a gardening show in which we visit area farms and gardens and produce segments that will be used in the show.

**What does the series consist of?**

1. Topics for show segments are practically limitless
2. Topics are seasonal, hence we could produce a spring season (10 to 13 shows) and a late summer early fall season (same number)
3. Shows can be broadcast multiple times and be instantly available on demand from the show’s website.

**What does a show consist of?**

* Each show adheres to a strict formula based on minutes dedicated to each segment

1. Show Open introducing guests
2. Show’s Opening Animation
3. Shopping with the Chef
4. Cooking with the Chef
5. The Gonzo Gardener
6. Main Commercial Break
7. Recipe Wrap-up and Reveal
8. Show Close and Credits

**Key Personnel**

* There are four key personnel required to mount this production

1. Executive Producer
2. Associate Producer/Director
3. Technical Producer
4. Host/Segment Producer

**The Executive Producer**

* Controls finances
* Collaborates with staff on direction of the show
* Responsible for Operating Budget
* Responsible for all sponsor contact and communication
  + - 1. Maintains sponsor contractual agreements
      2. Manages the production of the show’s Annual Report to Sponsors, Stakeholders and Friends of The Coop Cookery

**Associate Producer/Director**

* Responsible for day-to-day production of the show
* This is a hands-on producer who manages all aspects of production including
* Technical support
* Graphic design and production
* Talent
* Production of show segments produced in the field
* Post Production
* Commercial production

**Technical Producer**

* Responsible for the line production of the show including

1. Camera switching
2. Audio capture and production
3. Sound mixing

**Host/Segment Producer**

* On-camera talent
* Through collaboration with the Executive Producer and Associate Producer, plans each show’s content including

1. Guests and co-hosts
2. Segment topics and production which are accompanied by a separate shooting schedule.

**Ongoing Production Costs**

* All costs associated with production will be paid for from revenue produced through the sale of sponsor/advertising contracts.
* Sponsor contracts will be sold as 13 or 26 show schedules.

**Revenues will be split**

* Revenue from contract sales will be split between the Dubuque Food Coop, Matter and the show’s production entity in amounts yet to be determined.
  + Our largest production cost will be key personnel compensation

**Distribution of revenue**

* A percentage of revenue must be budgeted for production costs such as
  + Equipment repair and replacement
  + Kitchen Supplies
  + Consumables including lighting, batteries, cables, wearables (embroidered logo aprons), signage, cleaning supplies, etc.

**Where we can find additional support**

* The Dubuque Cable Commission
  + We are a not-for-profit and eligible for equipment support from the Cable Commission’s Franchise Agreement.
  + And we need a Steadicam brace, a camera switcher and some lighting units.

**In summary**

* To create a sustainable production we must treat this project as a business opportunity and thus manage it as a business.
* The keys to a successful production are talented people with, at the very least, a modicum of media experience.
* Among the stakeholders there are excellent opportunities to further one’s individual brand   
  *(i.e. we will ALL benefit from the exposure).*
* And though our programs will be on YouTube, we don’t want to look like typical YouTube amateur video. We want our programs to look professional in every way.

**Addendum to December 5th Handout containing Meeting Notes from December 6, 2012**

**Thursday, December 6, 2012 Noon Meeting**

Attending: **Mary Moody**, Dubuque Food Coop, **Jordan Degree**, Matter Creative Center, and **Gary Olsen**, project coordinator for The Coop Cookery

We covered a wide range of topics after viewing a [**PowerPoint program**](http://www.garyolsen.com/dfc/CoopCookeryPresentation3.pptx) presented by Gary Olsen on precisely what it takes to mount a successful television series in terms of financial management and personnel. Also discussed were the resources required from the participating production partners to make the show a sustainable enterprise. Gary also provided a[**handout of the PowerPoint content.**](http://www.garyolsen.com/dfc/Dec5_12PresentationHandoutV1.docx)

Following the PowerPoint, during which there was discussion of various topics within the presentation, the participants covered "deliverables" for future consideration as the idea of a television show moves up the decision making chain within our respective organizations.

**Possible Partner Roles/Responsibilities**

**The Formation of a "Coop Cookery Production Company**"

* Plan and execute shows
* Secure and manage sponsors relationships
* Manage personnel and finances

**Food Coop**

* Provide space for shows & portable kitchen set-up
* Provide staff to help select ingredients
* Provide ingredients to use in show

**Matter**

* 501(c)3 status to become eligible for equipment grants from the Dubuque Cable Commission
* Use of cameras and possibly editing equipment
* Students/Interns

**Next Steps:**

Gary: Obtain broadcast commitments, estimates of market and audience size, and determine advertising contract rates and overall budget (including personnel).

Matter and Food Coop: Once details are clearer, present the idea to boards and see if there is buy-in - if there is then continue to progress with the show.

--Submitted by Jordan Degree, amended and posted by Gary Olsen

**Friday, November 7, 2012**

Shared correspondence to Jim McKernan, operations manager of KWWL Television with Kimberly Feltes of the Kids in the Kitchen Productions advisory board. Also shared progress on meeting with Matter of the Dubuque Food Coop. Having lunch with Kimberly on December 17th.

Corresponded with Teri Fairchild, owner of Fairchild Business Coaching, and asked for advice on developing a prospect list for the Executive Producer Position on the Production Team.