

# The Midnight Gourmet

## Project Synopsis

The Midnight Gourmet is a culinary television program being produced in conjunction with WCET, Cincinnati's PBS affiliate. It is pre-approved to be distributed nationwide through American Public Television, the coordinating group for PBS affiliates across the country. The following bullet points describe basic elements of the show and should illustrate why this project presents tremendous potential.

- 1) **Quality** – we are formulating a team of local professionals and experts that will help create a superior program both in content and production results.
- 2) **Concept** – we have carefully crafted a formula of specific thematic elements in order to maximize the education, entertainment, and motivation value.
- 3) **Promotion** – we will engage in an aggressive campaign to cross-promote the show with our other media outlets – the self-hosted radio program, print and web initiatives. Our publicity blitz will include television appearances during news telecasts and talk shows, newspaper and magazine articles, along with local and national radio broadcasts.
- 4) **The Host** – Nick Tolbert is a nationally recognized African American chef that graduated from the prestigious Culinary Institute of America and has had an outstanding career in the nation's top restaurants and banquet facilities, as well as previous media endeavors.
- 5) **Guests** – we have drafted various experts, culinary professionals, performers, professional athletes and cheerleaders to add entertainment value and credibility to various segments.
- 6) **Content** – we will integrate both exotic and common foods with traditional and modern approaches, while interjecting helpful tips and the latest techniques to appeal to the novice cook along with the gourmand.
- 7) **Nutrition** – a component of the program will be dedicated to addressing obesity, heart-disease, stroke, etc. and their correlation to improper diet. The viewer will learn that fine dining, explosive taste, and nutrition can enjoyably coincide.
- 8) **Music** – various ranges of jazz will be composed, scored and performed by the famed College-Conservatory of Music at the University of Cincinnati, a humbling honor.
- 9) **Design** – a faculty team from U.C.'s College of Design, Art, Architecture and Planning will help orchestrate the coordination and creation of design elements for the show itself, the set, all graphics and website construction and content.
- 10) **Sponsorship** – underwriters will benefit from visible support of communities, educational programming and diversity while gaining tremendous exposure for their organization.
- 11) **Value** – you can potentially utilize alternative funding sources, receive tax deductions (as all money goes straight to PBS), and spend pennies on the dollar for advertising.
- 12) **Demographics** – an inexpensive way to expand or reinforce your reach, bolstering or enhancing your current marketing efforts.

It is our mission to create an extraordinary television program that positively represents our city on the national landscape and are inviting the community to participate in what we think is a very exciting opportunity!