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COMPLETE

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Page 2: Tell us who you are!

Q1

Your Contact Information

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Page 3: Which award are you submitting for?

Q2

Special Achievement/Innovation

Select an award.

Page 7: SPECIAL ACHIEVEMENT/INNOVATION

Q21

Project Title

Beyond the Menu

Q22

What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

During a time when WSRE was forced to cancel our annual Wine & Food Classic fundraiser as a result of the pandemic, WSRE produced the new TV show "Beyond the Menu" to offer viewers an interactive foodie experience with the opportunity to sample local cuisine while supporting public television. Working with restaurants who have supported the Wine & Food fundraiser over the years, we were able to thank them by choosing their restaurant's history and their most notable dishes to spotlight in this new 60-minute program.

Q23

Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

WSRE partnered with local restaurants to create a new TV show with an innovative foodie experience opportunity for WSRE supporters. Spotlighting four chefs/restaurants per episode, WSRE introduced each chef and participating restaurant in a historical overview context and featured the restaurant's signature dishes and an exclusive dish for WSRE.

In exchange for their spotlight, participating restaurants agreed to provide up to 500 servings of the exclusive WSRE dish at no cost to the station or WSRE supporters. For a donation of \$100 to WSRE, supporters received a four-pack of vouchers (one per restaurant) to be redeemed for the special WSRE dish and a wine pairing. This innovative television experience was a win-win-win for everyone involved. Donors were able to have an immersive experience that began with watching the program and enjoying, in-person, what they just watched on TV. Restaurants were spotlighted in 15 minute segments and the program drove new and existing customers back into their establishments helping them rebound after all of the pandemic restrictions. Finally, WSRE was able to make up revenue losses from cancelled in-person fundraising events and engage our viewership in a new inventive way.

Q24

Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

WSRE produced two 60-minute episodes of "Beyond the Menu" in FY21. The first episode featured four Pensacola restaurants – The District: Seville Steak & Seafood, McGuire's Irish Pub, Pot Roast & Pinot, and Scenic 90 Café. Local business partners provided \$11,500 in sponsorships. A total of 197 donors contributed \$100 or more and received 356 voucher packs (1,424 individual vouchers), of which 482 individual vouchers were redeemed. This equates to an in-kind contribution from the four restaurants valued at \$12,050.

Cash Raised: \$50,125
In-Kind Contributions: \$12,050
Total Raised: \$62,175

The second episode featured four Baldwin County, Alabama restaurants – Big Fish Restaurant in Orange Beach, Local & Company in Foley, Southern Roots at The Grand Hotel in Point Clear, and Tamara's Downtown in Fairhope. Local business partners provided \$3,000 in sponsorships. A total of 77 donors contributed \$100 or more and received 104 voucher packs (416 individual vouchers), of which 144 individual vouchers were redeemed. This equates to an in-kind contribution from the four restaurants valued at \$3,600.

Cash Raised: \$13,300
In-Kind Contributions: \$3,600
Total Raised: \$16,900

Total cash from both shows: \$63,425
Total in-kind from both shows: \$15,650
Total raised from both shows: \$79,075

The premiere episode won a Bronze Telly Award in the Television: Food & Beverage category. The second episode expanded our community engagement in our Alabama coverage area.

Q25

Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

The Beyond the Menu project generated new and innovative local content with scheduled airings during pledge drives. The hyper-local nature of the program drove interested viewers to our channel during our membership drive when our messaging for support is more assertive than at non-drive times.

Beyond the Menu also aired on Create which leveraged the appeal of the national food and lifestyle programs to engage viewers who don't typically engage with standard pledge programming.

Q26

Yes

Do you have any supporting files, links, or other items?
(optional)

Page 10: Additional Items

Q33

Respondent skipped this question

Please upload all items as a single file.

Q34

You may use this space to provide links/URLs. Please provide a brief description for each.

This URL goes to the Beyond the Menu page on our website. Here you can watch episode 1 and see the photo library for episode 2.
<https://www.wsre.org/beyond-the-menu/>

Page 11: Tell us more!

Q35

Respondent skipped this question

The Development Awards are a key annual project of the Development Advisory Committee (DAC). Please let us know how else the DAC can serve you, your station, or the system as a whole.
