



SCREENSHOT

WAGROWN SEASON 4 PREMIERES OCT. 1 NORTHWEST CABLE NEWS AIRS PREMIERE

PROGRESS UPDATE

The crew is wrapping up filming and we are so excited for the 4th season to air! Thank you to all of our partners who made this season possible. Thanks to you, we believe this is the best season yet! Editing has taken up the majority of our team's time since August. After our content review and approval process, each episode undergoes formal audio and color correction before delivery to our broadcast partners. We delivered the first episode to Northwest Cable News (NWCN) on Sept. 16, and we will continue to do so every week through December.

Show times on NWCN will be as follows this season (Oct. 2016-Sept. 2017):

Saturday, 5:30pm – 6:00pm
Sunday, 12:00pm – 12:30pm
Sunday, 8:30pm – 9:00pm

NWCN is on a variety of cable channels throughout Washington and the Pacific Northwest, and you can find their channel listings at <http://www.nwcn.com/about/programming-guide>. On page 2, we share how to promote your segments throughout your social channels.

WaGrown audience numbers update NWCN SEATTLE AREA NUMBERS STRONG IN SEASON 3

Washington Grown continues to reach its key audiences. We received seasonal Nielsen audience numbers from Northwest Cable News (NWCN) recently, and are happy to report continued strong ratings both regionally and in the Seattle area. Spring and summer are traditionally the strongest quarters for all three airings on NWCN. We are on target to meet or exceed Season 2 numbers. We are still waiting for our summer 2016 (July-Sept) numbers to give us the full picture for Season 3. We will issue our complete, annual television, web and social media analytics report for Season 3 in December.



Season 4 Episode Schedule*

- October 1 - Party Time** featuring a potato chip potato farm, Wine pairings segment, AllRecipes.com tour and Pomegranate Bistro
- October 8 - Beef** featuring a cow-calf operation, cattle feedlot, Washington Beef tour and Poppy
- October 15 - Raspberries** featuring a raspberry farm, Cockrell Hard Ciders tour, WSDA Director Derek Sandison interview and Biscuit Box
- October 22 - Women in Ag** featuring Washington Family Farms, Del Monte facility tour, Taylor Hoang interview and Blackbird
- October 29 - Olympic Peninsula (seafood)** featuring Hama Hama Oyster Company, SeaBear tour, Clallam Conservation District, and Sweet Laurette Bistro & Cafe
- November 5 - Potatoes (fresh pack)** featuring a Skagit Valley potato farm, Easterday fresh pack shed tour, ancestry of potatoes and Beardslee Pub
- November 12 - Apple Pie** featuring Stemilt apple varieties, Shepherd's Grain, Snoqualmie Falls Ice Cream and Pie
- November 19 - Dairy** featuring Krainick Farms, Grace Harbor Yogurt, nutrition of milk, and Art of the Table
- November 26 - Game On** featuring an alfalfa seed farm, turfgrass industry interview*, inside with the Mariners' chef, and Method Juice
- December 3 - Top Fruits** featuring a blueberry farm, apple harvest, integrated pest management in orchards, and Ethos Bakery
- December 10 - Potatoes (innovation)** featuring a potato farm, the use of aerial imagery, Lamb Weston product development and Spokane Club
- December 17 - Chicken** featuring a chicken farm, poultry in 4H, WSU's Alan Felsot interview and Morning Star
- December 24 - Grilling** featuring a hay grower, behind the scenes of a barbecue caterer, Yakima Conservation District, and Downriver Grill

*subject to change

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Our segment is done, what's next?

WHAT HAPPENS WITH YOUR INDIVIDUAL SEGMENTS

Once your segment has been approved by us and you, our team strings each episode together and sends it through the finishing process. Each episode must meet strict audio, color and time standards. There are more than a dozen people on the NxNW team who help produce the show from start to end (see sidebar). Roughly two weeks before the show airs on Northwest Cable News or PBS, it is sent from our studios to the broadcast partner. This gives them time to clear it through their processes and get it in their schedules.

One week before the episode airs, we will

send you the 30 second promotional ad for your episode, as well as any pertinent information about the air dates. After the episode airs on television, we upload it to the Washington Grown YouTube channel.

As quickly as possible, we will be breaking the final version of each episode into segments. This, however, takes time. Please be patient with us as we distribute segments to our partners. Until you receive your finalized segment, please promote the entire episode as a whole through your social media channels.

Maximizing your segment exposure

AN EASY GUIDE TO PROMOTING YOUR SEGMENT/EPISODE

Promoting your segment on Facebook, Twitter, etc.

STEP 1 - Promote your upcoming episode using the tools you receive from NxNW with the official air date and 30 second promotional ad. Use Facebook, Twitter, newsletters and conversations to generate excitement.

STEP 2 - Once the episode has been uploaded to YouTube, share the link on your social platforms.

STEP 3 - When you receive your finalized individual segment(s), upload them to your own YouTube or Vimeo pages and promote the links. Embed them on your website. In the past, groups have used these segments at trade shows, in consumer booths, and on trade missions.

The best way to showcase the great information in your segment or episode is to promote it through your social media channels early and often. Once we send you the official 30 second promotional ad and air date information, feel free to promote the episode through Facebook, Twitter or any other social platforms you use. If you distribute newsletters, be sure to include a quick write-up about the segment and episode. Remind your followers to tune-in to Northwest Cable News to see the original airing. Reruns will happen throughout the year, and you can promote these showings as well as the PBS versions once they debut in January.



Once we upload the episode to the Washington Grown YouTube channel, please promote these links as well. We will most likely have them uploaded the Monday after each episode airs this fall.

Be as creative as possible with your promotions! Encourage discussion with the followers. Audience giveaways are a great way to get people to interact and draw attention through social media...especially Facebook. If you were with us on your video shoot and took photos, use those photos to promote your segment within the episode.

Once you receive your individual segment, utilize this tool in every way possible. Our videos have been used across the world to help tell the story of Washington agriculture. These were built using your goals and messages. Get the most out of them!

Finally, please "tag" Washington Grown in your posts. If you haven't already followed or liked our pages on Twitter and Facebook, please do so. Feel free to share any of the posts you see on our feeds.

Meet the team!

Any successful project is made possible by dedicated teams. These are the elves that work hard to make Washington Grown successful.



Dave Tanner - Executive Producer
 Ryan Holterhoff - Co-Executive Producer
 Kara Rowe - Co-Executive Producer/Editor
 Alyssa Curnutt - Producer/Editor
 Kim Hogberg - Co-Producer/Editor
 Tomas Guzman - Director of Photography/Host
 Ryan Rowe - Director of Photography
 Mark Anderson - Editor
 Ray Gross - Editor
 Tami Rotchford - Graphic Designer
 Karl Doran - Post Production
 Adam Breeden - Audio Specialist
 Cole Tanner - Color Specialist
 Kristi Gorenson - Host
 Val Thomas-Matson - Host

