



## MEDIA COVERAGE 2010

**SL – denotes use of sponsor logo**

### ADVERTISEMENTS - Print & Online/Dispatch Group

- Columbus Dispatch
- Dispatch Weekender
- Columbus Alive
- Capital Style

Columbus Dispatch – newspaper (210,000 readers for weekday edition)

3x5 Reader Rewards

- Sept. 9
- Sept. 13
- Sept. 15

Columbus Dispatch – online (1 million viewers per month)

Digital Post-It notes

- Sept. 20 Digital post-it Grand Tasting
- Sept. 21 Digital post-it Grand Tasting and Food & Re-Wine'd
- Sept. 22 Digital post-it Grand Tasting and Food & Re-Wine'd

Dispatch Weekender (210,000 readers)

**SL**

- Sept. 16 ¼ page color Grand Tasting
- Sept. 23 ½ page color Grand Tasting and Food & Re-Wine'd

Columbus Alive (distribution: 56,835)

**SL**

- Sept. 9 Full page Grand Tasting and Food & Re-Wine'd
- Sept. 16 ½ page Grand Tasting/Re-Wine'd
- Sept. 23 ½ page Grand Tasting/Re-Wine'd
- Sept. 23 ¼ page Grand Tasting

Capital Style (distribution: 63,000)

**SL**

- March Full page
- May Full page
- September Full page

-continued-



## WBNS-10TV/ONN TELEVISION COVERAGE (continued)

### WBNS-10TV Promotions Department

- Promo spots - *SL*
  - Air dates: September 1 – 24, 2010
  - Number of spots: 102
  - Value: \$80, 825
- TOTAL VALUE WBNS-10TV \$100,775

### On-Air Features

- Sept. 23 WBNS-10TV - On-air mention of event on "Weekend Buzz" – with Joanna Freeman
- Sept. 24 WBNS-10TV – 6 a.m. news broadcast – Culinary Institute story featuring Restaurant Co-Chair Tom Burmane
- Sept. 24 WBNS-10TV – Noon news broadcast – teaser and story with Greg Maurer
- Sept. 24 ONN – daytime piece with David Miller
- Sept. 24 WBNS-10TV – live footage shots from event site during 5 p.m. news
- Sept. 24 WBNS-10TV – live footage shots from event site during 5:30 p.m. news
- Sept. 24 WBNS-10TV – live footage shots from event site during 6 p.m. news

## RADIO COVERAGE BY NORTH AMERICAN BROADCASTING CO.

- 174,000 weekly listeners on all three stations combined
- Stations:
  - WMNI 920 AM
  - 99.7 The Blitz
  - 103.9 Classic Hits
- Food & UN-Wine PSAs
  - 30 spots on WMNI 920 AM \$3,000 value
  - 30 spots on 103.9 Classic Hits \$3,000 value
  -
- Grand Tasting PSAs aired on all three stations from Sept. 8 – 24
  - 20 spots on 99.7 The Blitz \$3,000 value
  - 40 spots on 103.9 Classic Hits \$4,000 value
  - 40 spots on WMNI 920AM \$4,000 value
- Food & Re-Wine'd PSAs aired on all three stations from Sept. 25 – Oct. 1
  - 35 spots on WMNI 920 AM \$3,500 value
  - 10 spots on 99.7 The Blitz \$1,500 value
  - 35 spots on 103.9 Classic Hits \$3,500 value
  - TOTAL VALUE \$25,500
- Aug/Sept Featured on WMNI Community Calendar
- September Event mentioned on ExperienceColumbus/Claudia Plumley bi-weekly show – "What's Happening Around Columbus" on WMNI

-continued-

## EXPERIENCE COLUMBUS

- June 2010 Summer Visitors Guide – June, July, August (100,000 distribution)
- July 2010 “Events to Experience” e-blast to 12,000 subscribers
- July 2010 Promotional pieces distributed via Easton & Arena District locations - **SL**
- Aug. 11 Columbus Insiders Club (9,000 subscribers)
- Aug. 12 Monthly “Events to Experience” e-blast (12,000 subscribers)
- Aug. 20 Info to LinkedIn Group (150 members)
- September Fall Visitors Guide – September, October, November (100,000 distribution)
- Sept. 20 Blog post (4,000 hits)
- Sept. 21 Weekly “Events to Experience” (8,200 subscribers)
- Sept. 22-24 Featured on LCD boards at ExperienceColumbus booth at Columbus International Airport
- Sept. 20-24 Featured event on [www.experiencecolumbus.com](http://www.experiencecolumbus.com)
- September Event mentioned on ExperienceColumbus/Claudia Plumley bi-weekly show – “What’s Happening Around Columbus” on WMNI

## ADDITIONAL COVERAGE & FEATURES

### *Giant Eagle*

- August/September MARKET DISTRICT poster distribution - **SL**
- September 6 Block ad in-store circular
- September Giant Eagle e-news – event placement

### *On-Air Features*

- August 25 Wine Enthusiast Competition – [www.winethropology.com](http://www.winethropology.com)
- Sept. 15 Raj Hora on Bexley Public Radio - WCRX-LP, 102.1 FM
- Sept. 19 Live mention on “About Town” segment on 93.3 Lite FM

### *Print*

- September Placement in (614) magazine
- September Color events calendar in Outlook magazine

### *On-line Features*

- May Listed on Columbus Underground Summer Festival Guide
- July 15 Gail Baker on Columbus Underground podcast
- Aug. 4 Food News by Taylor Swope, Columbus Monthly – **Food & Un-Wine** at Barcelona
- Sept/Oct CORA “Table Talk” e-newsletter (distribution: 1,000); stories on:
  - Chad Hughes’ artwork/CCAD
  - Grand Tasting with Raj Hora

-continued-

## ADDITIONAL COVERAGE & FEATURES (continued)

### *E-blasts (other than those sent by CFWA)*

- July 25 CORA Events Distribution: 1,000
- Sept. 14 Open Table e-blast Distribution: 35,000
- Sept. 15 Cameron Mitchell Restaurants Distribution: 20,000

## VIDEO POSTINGS

- June 2010 *Columbus Food & Wine Affair* video overview posted to vimeo.com
- June 2010 *Columbus Food & Wine Affair* video overview posted to CFWA website
- Sept. 2010 Grand Tasting 15 and 30-second PSAs posted to YouTube (with sponsor logos)
- Sept. 2010 Grand Tasting 15-second and 30-second PSAs sent to the following websites for posting:
  - WBNS-10TV
  - Columbus Alive
  - Capital Style
  - Columbus Underground
- Sept. 2010 Food & RE-Wine'd 30 and 45-second PSAs posted to YouTube
- Sept. 2010 Food & RE-Wine'd 30 and 45-second PSAs sent to the following websites for posting:
  - WBNS-10TV
  - Columbus Alive
  - Capital Style
  - Columbus Underground
  - All Steering Committee members

## SOCIAL MEDIA

See attached report from Feed Social Media

### Facebook

Approximately 533 "Likers" – Facebook made changes to its system in July switching from "fans" to "likers".

- May 10 Check out our new website!
- May 12 CFWA Overview video posted
- May 18 Your favorite part of the Grand Tasting?
- May 26 UN-Wine tickets available
- May 27 Restaurants for this year's event
- June 2 Wine Competition tickets
- June 8 CCAD artwork and competition
- June 16 Ohio Wine Month
- June 18 Martini Modern Italian recipe

-continued-

## **SOCIAL MEDIA (continued)**

### Facebook (continued)

- June 25 Food & UN-Wine
- June 29 Glass of wine on a sunny day
- July 1 Grand Tasting tickets on sale
- July 7 Two-minute video of 2009 CFWA
- July 14 Enjoy Bastille Day with French wine
- July 14 Grand Tasting tickets
- July 15 Corkscrew dilemma
- July 20 Wine Competition
- July 22 Wine Competition
- Aug. 4 Follow us on Twitter
- Aug. 10 Food & UN-Wine at Barcelona
- Aug. 12 We welcome your questions
- Aug. 13 Charities
- Aug. 17 Flickr group
- Aug. 21 Wine Competition
- Aug. 30 Call for Volunteers
- Sept. 7 Discount

### Twitter

Approximately 592 followers with nearly 100 added in less than one month before the Grand Tasting. Feed sent 338 "tweets".

### Columbus Underground

Nearly 1,022 views and 27 posts for Food & UN-Wine: Reflections of Spain

### LinkedIn

40 members, most members are on the CFWA Steering Committee or individuals affiliated with the committee.

## **WEB PLACEMENTS & MENTIONS**

Some samples included.

Submitted and posted to:

- Wine Buzz magazine
- Central Ohio Restaurant Association website
- Heidelberg Distributing website
- Yelp.com
- Columbus Foodie online
- WMNI Events Page
- Discover Ohio (Ohio Dept. of Tourism)
- Ohio Food Festivals, Food Shows, Wine Festivals, food Events, Expos, etc.

*-continued-*

**WEB PLACEMENTS & MENTIONS (continued)**

- Columbus Alive – A-List
- Experience Columbus: Greater Columbus Events Council
- LocalWineEvents.com
- ArtsInOhio.com
- ColumbusArts.com
- Zvents.com
- TheMeetingPlaceColumbus.com
- Our Ohio
- Experience Columbus – Member Page
- City of Columbus Visitors Page
- Winethropology – wine blog
- Eventful.com
- OurOhio.org
- Snooth.com – “Find better wines” website
- Lasr.net – local events
- Columbus Chamber Young Professionals page
- Tickets.oodle.com/food-wine events
- Ohio Magazine
- WSYX6 Events page
- NBC4 Events page
- Columbus Foundation/ACORN calendar
- Events.org
- OhioEventFinder.com
- Columbus Business First calendar
- Columbus Monthly calendar
- RSVP Dispatch
- This Week News local newspaper calendars
- SNP local newspaper calendars
- C The Columbus Magazine calendar
- Short North Gazette Calendar
- ColumbusBlack.com
- DowntownColumbus.com
- WineLovers.com
- OhioTraveler.com
- Wine Fest News

*-continued-*

**E-COMMUNICATIONS**

*SL* - Samples included

<i>Grand Tasting</i>	<i>Date</i>	
Sent to 5,500+	August 9	
	August 16	
	September 3	
	September 13	
	September 20	
	September 22	
	September 24	
 <i>Grand Tasting Surveys</i>	September 27	
Guests: 712		
Partners: 383		
 <i>Food &amp; Re-Wine'd</i>		
Sent to 5,500+	September 22	
	September 25	
	September 28	
	September 31	
 <i>Food &amp; UN-Wine</i>		
Sent to 5,500+	August 13	Barcelona
	August 16	
	September 28	Haiku
 <i>Wine Enthusiast</i>		
Sent to 5,500+	August 12	
 <i>Announce all events</i>		
Sent to 5,500+	May 21	
 <i>Wineries &amp; Restaurants</i>		
To wineries – 300+	June 1	
To restaurants - 50	June 21	
	July 8	
	July 24	
	August 1	
	August 8	

-continued-

**E-COMMUNICATIONS (continued)**

***Additional targeted e-communications sent:***

Evaluations & Thank You's  
 Invitation to Pastry and Cake Artisans  
 Invitation to Premier Artists and Retailers  
 Partnerships  
 Call for Volunteers

**PRINT MATERIALS**

**SL** - Majority of pieces have sponsor logos

Posters, display boards, check stuffers distributed to approximately 70 wine shops and restaurants as well as 26 Giant Eagle stores.

**GRAND TASTING –**

<b><i>Printed piece</i></b>	<b><i>Quantity</i></b>	
Winery invitation	300	
Restaurant invitation	50	
Partnership Proposal	200	
Posters – Version 1	3,000	
Posters – Giant Eagle Version	52	22x28"
Posters – Giant Eagle Version	104	8 1/2x11
Display Boards	300	
Check Stuffers	250,000	
Hot Cards Version 1	1,000	
Hot Cards Version 2	5,000	
Floor Plan	2,000	
Event Tickets		
General	2,000	
Partner	750	
Valet	250	
Discover Hosp.	250	
Enthusiast	50	
Scrim Banners		August 1 – September 24
Conservatory	1	
Grand Tasting	4	
Retractable Banners – Grand Tasting	12	
Wine Journal	1,500	
T-shirts for Volunteers	200	

-continued-

**FOOD & UN-Wine**

Barcelona	Hot Cards	500
	Banner	1
	Table Tents	120
Haiku	Hot Cards	500
	Table Tents	20