

# The Cooking Lady Brand Creation



**The Cooking Lady**  
Simple Recipes • Healthy Focus • Southern Cooking • Lovable Host

**Weekly Deal Points**

- Designed for weekly broadcast, unlimited runs
- Half-hour program, 28/30
- Barter-only, 3:30 national 3:30 local
- Can run on primary or secondary channels
- Delivered weekly in HD & standard definition
- Rebroadcast rights include all channels
- New season begins September 7, 2013
- Current Season available now

**Healthy**  
We believe down home cooking can be healthy and delicious. *The Cooking Lady* takes traditional recipes and lightens them up with fresh ingredients and healthy alternatives. She also balances classic recipes with the new flavors that viewers of cooking television are looking for.

**Neighborly**  
Ann Hollowell has the style of Meryl Streep, the personality of Betty White and the kitchen skills of Ina Garten. *The Cooking Lady's* neighborly style is enhanced by being shot on location in Ann's kitchen in full 1080p high definition.

**Proven**  
With four seasons on the air, *The Cooking Lady* returns for season five with a successful track record of ratings growth and sales. Network affiliates have been running *The Cooking Lady* successfully, regularly selling out the local commercial spots.

To watch episodes and learn more, visit us online: [www.thecookinglady.tv](http://www.thecookinglady.tv)

Contact: Tom Henkenius  
Executive Producer  
tom@thecookinglady.tv  
(662) 228-0208 (office) • (562) 333-5838 (mobile)  
[www.thecookinglady.tv](http://www.thecookinglady.tv)



**The Cooking Lady's Catfish Cakes**

**Ingredients**  
3-4 pounds of catfish  
Creole seasoning  
1 red bell pepper, chopped  
2-3 green onions, chopped  
Mayonnaise to bind  
1/2 cup bread crumbs

**What To Do**  
Season catfish with Creole seasoning and bake at 350 for 10-minutes.  
Crumble catfish into bowl, and mix with other ingredients. Use more mayo or bread crumbs if needed. Shape into patties and refrigerate for at least 30 minutes.  
Dredge cakes in flour, and pan fry in butter until golden brown on both sides. Should make around 6 cakes.  
Serve with Ann's Seafood Sauce.

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# Sales Sheet

## The Cooking Lady

Simple Recipes • Healthy Focus • Southern Cooking • Lovable Host



### Season 4 Begins September 8th

New Markets • More Viewers • Same Rates

- Now in 5.2-million+ households
- Reaching 29 television markets and growing

#### Reach Your Audience Through...

- ...Effective Advertising
  - Shorter pods increase retention
  - Our viewers are more likely to watch live
- ...Powerful Product Integration
  - 67% of our viewers would buy a product that Ann uses in a recipe\*
  - 21% of our viewers have bought a gadget after seeing it on a cooking show\*

**Buy Now and Save**  
Season 4 Placement  
at Season 3 Rates

## The Cooking Lady

### Designed to Sell Your Product

#### Targeting Power

Cooking show viewers buy what they see. A 2010 Harris Interactive Poll found 57% of people who watch cooking shows say they purchase food as a direct result of seeing it on a cooking show. The same poll found 36% of viewers purchased a gadget they saw on a cooking show and 6% bought a new large appliance seen on a cooking show.

- Based on "The Cooking Lady's" current ratings and universe it equates to:
- 34,200 food purchases
  - 21,600 gadget purchases
  - 3,600 large appliance purchases

#### Increased Viewership With Syndication

Nearly 9 out of 10 syndication viewers watch the show live; even in DVR households 95% of viewers will see your advertisement. Plus, viewership remains consistent even in Summer months.

#### Shorter Pods Mean Increased Recall

We offer pods with no more than 6 spots, which Nielsen finds equates to a 34% increase in recall. We also provide access to one 1:30 nationally exclusive break that greatly increases recall and effectiveness. Meanwhile, nearly half of all cable pods are 7-9 spots.

#### Super Influential Consumers

Cooking show viewers are considered part of the "Super Influential Consumer" category of viewers. They are deeply familiar with cooking, trusted by friends and family and frequently recommend products and brands.

#### Future Growth - International Distribution

Besides expected growth in the United States, "The Cooking Lady" is looking toward international distribution in the 2012-13 season. Shows produced in the current season will be part of that distribution package and because product placement is locked into the final edit of the show this means there is a chance for exposure of your product to an international marketplace.

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## The Cooking Lady

### Designed to Sell Your Product

#### Distribution

"The Cooking Lady" is currently airing in 5.2-million+ households across 29 markets.

Market	Station	Time Period
Alexandria, LA	KLAX - ABC	Sunday, 10am
Amarillo, TX	KVII - ABC	Sunday, 5:30am
Baton Rouge, LA	WVLA - NBC	Saturday, 11am
Beaumont, TX	KBTV - Fox	Weekly, ROS
Bryan-College Station, TX	KRHD - ABC	Saturday, 4:30am & as needed
Charleston, SC	WCSC-DT 5.2	Saturday, 2pm
Chattanooga, TN	WRCB - NBC	Sunday, 6am
Columbus-Tupelo, MS	WKDH - ABC	Saturday, 6:30pm
Corpus Christi, TX	KDI - ind	Sunday, 2:30pm
Dothan, AL	WTVY - CBS	Sunday, 5:30am
Dothan, AL	GTUY - ind	Saturday, 11:30am
Flint-Saginaw-Bay City, MI	WEYI - NBC	Fall 2012
Greenville-Greenwood, MS	WXVT - CBS	Saturday, 6pm
Harrisonburg, VA	WHSV - ABC	Fall 2012
Jackson, MS	WUFX - MNT	Sunday, 10:30am
Jonesboro, AR	KAIT - ABC	Sunday, 6am
Kirkville, MO	KTVU - ABC	As Needed*
Lafayette, LA	WATC - ABC	Sunday, 11:30am
Macon, GA	WPGA - ind	Saturday, 12:30pm
Meridian, MS	WMDN - CBS	Sunday, 7am
Paducah, KY	WPSD - NBC	Sunday, 5:30am
Savannah, GA	WJCL - ABC	Fall 2012
Tyler-Longview, TX	MYTX - MNT	Sunday, 1pm
Victoria, TX	KXTS - MNT	Sunday, 11:30am
Waco-Temple, TX	KXXV - ABC	Saturday, 4:30am & as needed
Wilmington, NC	WILM - CBS	Saturday, 12pm

To wa  
act: Tom  
@thecook  
228-02  
withcoco



### Sponsorship Opportunities

#### Premiere Sponsor

- In-show product placement
- One :30-second spot in nationally exclusive break in syndicated broadcast
- One :30-second spot in syndicated broadcast
- Promotional Consideration billboard with audio mention
- In-show product placement
- Website billboard

4-Week	13-Weeks	26-Weeks	52-Weeks
\$12,000	\$35,100	\$66,300	\$124,800

#### Sponsor

- Two :30-second spots in syndicated broadcast
- Promotional Consideration billboard with audio mention

4-Week	13-Weeks	26-Weeks	52-Weeks
\$7,500	\$24,000	\$45,000	\$90,000

#### Advertiser

- One :30-second spot in syndicated broadcast

4-Week	13-Weeks	26-Weeks	52-Weeks
\$3,000	\$9,500	\$18,750	\$37,500

#### Product Placement

- In-show product integration
- Promotional Consideration billboard with audio mention

4-Week	13-Weeks	26-Weeks	52-Weeks
\$10,000	\$29,250	\$58,500	\$117,000

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# Collateral



The  
Cooking Lady's

Catfish Cakes

### Ingredients

3-4 pounds of catfish  
Creole seasoning  
1 red bell pepper, chopped  
2-3 green onions, chopped  
Mayonnaise to bind  
½ cup bread crumbs

### What To Do

Season catfish with Creole seasoning and bake at 350 for 10-minutes.

Crumble catfish into bowl, and mix with other ingredients. Use more mayo or bread crumbs if needed. Shape into patties and refrigerate for at least 30 minutes.

Dredge cakes in flour, and pan fry in butter until golden brown on both sides. Should make around 6 cakes.

Serve with Ann's Seafood Sauce.

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## Recipe Card

- Copy edit
- Design

*We film The Cooking Lady ten episodes at a time. After we wrap it's just my fantastic producer and me planning the menus for the next visit. That last night for dinner he has to have Crawfish Po'boys. He and Big Daddy love them. He'll tell you that he can tell whether I'm happy with the shows based on how much Tabasco I add. Whether I give him the extra heat on purpose or not, I'll never tell.*

## Crawfish Po'boys with Seasoned Mayonnaise

### Ingredients

1 pound crawfish tails  
already cooked and cleaned  
½ cup flour  
½ cup bread crumbs  
2 tablespoons olive oil  
Shredded lettuce  
Sliced tomatoes  
2 toasted hoagie rolls

### What To Do

Lightly dust crawfish in seasoned flour, and sauté gently in a small bit of olive oil and butter over medium heat. After tails are golden brown, remove from heat, and drain on paper towels. Split open rolls, remove some of the bread, dress generously with seasoned mayonnaise on both sides, add shredded lettuce, sliced tomatoes, and half of the crawfish. Generously sprinkle with fresh lemon juice, and liberally apply Tabasco.

Serves 2

### Ingredients

1 cup good mayonnaise  
1 tablespoon ranch dressing mix  
1 tablespoon ancho chili powder  
¼ teaspoon chipotle chili powder

### What To Do

In a small bowl mix together ingredients for Seasoned Mayonnaise, cover and refrigerate (the longer it sits the better it gets).



## Cookbook

- Copy edit
- Design
- Photograph