

Fired Up!

The Search for America's Best Firehouse Chefs



**Produced by Atherton Pictures,
Haggy Films & Kaya Entertainment**

Fired Up! The Search for America's Best Firehouse Chefs

They put their lives on the line for people they've never met. They endure physical exhaustion, long hours and dangerous circumstances just to do their jobs. They are families, not related by blood, that come to the table to share meals, stories, and lives. They are unquestionably heroes; they are America's firefighters.

Food is tightly woven into the fabric of firefighting. Breaking bread together weaves a bond that extends far beyond the firehouse. Although they have no formal culinary training and have to pay for their own groceries, firehouses nationwide are known for their great cuisine – and we're going to find the best of them. Competition between firehouses is legendary and plenty of good-natured trash-talk is sure to fly in every episode. Along the way, firefighters' backstories, sometimes poignant, sometimes lighthearted, are featured.

It is in this spirit that the television series **Fired Up!** comes to life, as we'll meet a cast of charismatic firefighters who are always up for lively competition. Guiding these first-responders through their culinary challenges will be an incredible array of celebrity chefs serving as mentors and helping prepare their teams for a danger they're not accustomed to: the critiques of our judges.



This is a cooking competition show with heart. The stories touch viewers and the competition keeps them tuning in. In each episode we'll meet two local firehouses and the resident chef of each. The firemen will meet – and feed – their celebrity chef mentors, and then it's right into the head-to-head challenges. With their celebrity chefs helping them shop and serving as sous chefs, our firehouse toques will be challenged to elevate their everyday cooking to an artful meal that will wow our panel of judges. And you never know; in the middle of the action, the firefighters may have to drop everything and head out to fight an actual fire.

Washington Post food writer David Hagedorn will be Firehouse Chefs' resident judge, bringing history and wit to the judge's table of local luminaries (celebrities, restaurateurs, athletes, etc.) who will debate, deliberate and declare the winner at a festive community gathering.

When dealing with heroes no one walks away a loser: the winning firehouse gets bragging rights and a prize package that could include a kitchen makeover courtesy of a sponsor and more, while the other team also receives generous gifts to improve their culinary lives and further their mission.

Who can bring the heat and who's just blowing smoke?

Join us as we travel America to find the best firehouse chefs on Fired Up!



Fired Up! The Search for America's Best Firehouse Chefs

PBS National Advantage

- ✓ **PBS Reaches More Viewers**
- ✓ **Innovation and Growth on Digital Platforms**
- ✓ **Extraordinary Programming**
- ✓ **Uncluttered Environment**
- ✓ **PBS is #1 in Public Trust**



America's Watching PBS

- Over the course of a year, nearly 90% of all U.S. television households - and 220 million people - watch PBS. The demographic breakdown of PBS' full-day audience reflects the overall U.S. population with respect to race/ethnicity, education and income.¹
- In a typical month, 120 million people watch their local PBS stations.²
- 82% of all kids age two to eight watched PBS during the 2011-2012 season.³
- PBS had four of the top 10 programs among mothers of young children in December 2012, and six of the top 10 programs for kids age two to five.⁴

PBS Reaches More Viewers

- PBS averaged a 1.34 primetime rating during the 2011 - 2012 season, an increase of 1% over the previous season.⁵
- PBS' primetime audience is significantly larger than many commercial channels, including Bravo (PBS' audience is 92% larger), TLC (86%), Discovery Channel (69%), HGTV (63%), HBO (61%) and A&E (29%). In addition, PBS' primetime rating for news and public affairs programming is 88% higher than that of CNN.⁶

Innovation and Growth on Digital Platforms

- Americans watched 188 million videos across all of PBS' web and mobile platforms in December 2012; more than half (69%) of these streams were delivered on a mobile platform.⁷
- Combined, PBS had 30.9 million unique visitors to its sites in December.⁸
- The majority of PBS.org's online video viewers are between the ages of 18 to 49, and spend an average of 16.5 minutes per video, far above the industry average of 5.4 minutes.⁹



Source:

[1] Nielsen NPower, 9/19/2011-9/23/2012

[2] Nielsen NPower, 10/1/2012-11/1/2012

[3] Nielsen NPower, 9/19/2011-9/23/2012

[4] Nielsen NPower, 12/2012

[5] Nielsen NPower, 9/20/2010-9/18/2011 vs. 9/19/2011-9/23/2012

[6] Nielsen NPower, 9/19/2011-9/23/2012

[7] Google Analytics, 12/2012

[8] Ibid

[9] comScore Video Metrix, 12/2012

Fired Up! The Search for America's Best Firehouse Chefs

Sponsorship Packages

Exclusive Title Program Sponsor

- No other company will be attached to the US public television program as a sponsor
- Company name will appear in the title of the program
- A maximum number of underwriting announcements during the public television program (thirty-seconds at the top and bottom of each PTV episode)
- An ability to have product integration into the web episodes of the program and all non-PTV versions of the program
- Exclusive titled web extra feature to live on the show's website
- Extensive multi-media and social media promotion and presence via targeted tweets, star endorsements, Facebook messages and more
- Opportunity for signage and high-touch presence at all live events (including the challenge that will comprise the finale of each episode)
- Branding in all promotional materials and advertising for the program
- A presence at PBS annual meetings where the show is promoted
- Exclusive meet and greet opportunities with chefs and a special opportunity to have chefs featured in the program appear at and cook for your corporate events
- Photo and other opportunities with winning and other firehouses, and extensive outreach to each community in which episodes are taped to highlight your company's support of America's first responders
- Washington DC networking opportunities at a special event featuring national leaders to be held in conjunction with the launch of the program
- Funding amount: \$1.5 million

Premiere Sponsor

- A maximum number of underwriting announcements during the public television program (thirty seconds at the top and bottom of each PTV episode)
- An ability to have product integration into the web episodes of the program and all non-PTV versions of the program
- Exclusive titled web extra feature to live on the show's website
- Extensive multi-media and social media promotion and presence via targeted tweets, star endorsements, Facebook messages and more
- Opportunity for signage and high-touch presence at all live events (including the challenge that will comprise the finale of each episode)
- Exclusive meet and greet opportunities with chefs and a special opportunity to have chefs featured in the program appear at and cook for your corporate events
- Photo and other opportunities with winning and other firehouses, and extensive outreach to each community in which episodes are taped to highlight your company's support of America's first responders
- Branding in all promotional materials and advertising for the program
- Funding amount: \$1.0 million

Supporting Sponsor

- A maximum number of underwriting announcements during the public television program (fifteen seconds at the top and bottom of each PTV episode)
- An ability to have product integration into the web episodes of the program and all non-PTV versions of the program
- Extensive multi-media and social media promotion and presence via targeted tweets, star endorsements, Facebook messages and more
- Opportunity for signage and high-touch presence at all live events (including the challenge that will comprise the finale of each episode)
- Exclusive meet and greet opportunities with chefs and a special opportunity to have chefs featured in the program appear at and cook for your corporate events
- Photo and other opportunities with winning and other firehouses, and extensive outreach to each community in which episodes are taped to highlight your company's support of America's first responders
- Branding in all promotional materials and advertising for the program
- Funding amount: \$500,000 million

Fired Up! The Search for America's Best Firehouse Chefs

Original Programming Produced By Atherton Pictures & Kaya Entertainment

"Cooking with Chris and Goffredo"

26-episode half-hour cooking series aired nationally on PBS. The series featured the talents of chefs Chris Keragiorgiou and Goffredo Fraccaro, two of New Orleans' most entertaining and highly regarded culinary masters.

"Creole Cooking with Leah Chase"

13-episode half-hour series starring New Orleans' premiere Creole chef, Leah Chase, of world-renowned restaurant Dooky Chase. The series aired nationally on PBS and twice on The Discovery Home and Leisure Network.

"Living and Gardening Naturally"

"Living & Gardening Naturally" aired on UPN. This 13-episode series highlighted organic gardening tips and techniques, and featured people and businesses practicing environmentally sound methods of living, gardening and organic cooking.

"In the Company of Heroes"

This television series pilot profiled three of the many heroic stories of America's surviving Medal of Honor recipients. Interviews with 15 Medal of Honor recipients were completed. Produced in cooperation with The National World War II Museum and endorsed by the Congressional Medal of Honor Society, "In the Company of Heroes" told the stories of true American heroes featuring recipient interviews, historically accurate re-enactments and archival war footage.

"A Chance to Dance"

This Ovation Network series followed the U.K.'s most decorated dancers and an American journey to discover hidden dance talent in unexpected locations. Part competition program and part fish out of water story, this popular series had a second season ordered by the network.



Key Personnel Bios

Jerry M. Jacob, Producer/Director

Jerry Jacob, co-founder of Atherton Pictures, is a nationally recognized cinematographer and camera operator. With a career spanning more than 30 years, Jerry has worked in virtually every aspect of the production business including feature films, network, cable and syndicated programming, documentaries, commercials, public broadcasting, corporate and music production. He has worked as 2nd Unit Director of Photography or camera operator on nearly 40 feature films and made-for-TV movies, and shot hundreds of network and cable television shows. He has been honored for his work with two NATPE IRIS Awards for the documentaries "Cajun Crossroads" and "St. Charles Streetcar: Our Oldest Line"; and multiple Telly Awards for his direction of productions for the National World War II Museum.

Fired Up! The Search for America's Best Firehouse Chefs

Key Personnel Bios (continued)

Carolyn Krawczyk, Producer/Writer

Carolyn Krawczyk, co-founder of Atherton Pictures, has earned a highly regarded reputation as a no-nonsense producer with a common sense approach. Working across genres from television, to documentary, to corporate production, Carolyn has produced shows with heads of state, A-list actors, professional athletes, and the guy next door.

Her work as a director/writer/producer in broadcast and non-broadcast production have led to local and national accolades, including five Telly Awards, a Gold Pick from the Public Relations Society of America, and a Bronze Quill from the International Association of Business Communicators.

David Hagedorn, Co-Executive Producer/Writer/Judge

David Hagedorn enjoyed a 25-year career in the restaurant business as a cook, acclaimed chef and restaurateur before becoming a food journalist in 2005. In addition to his Washington Post writing duties, Hagedorn is the dining columnist for DC Modern Luxury Magazine, an award-winning cookbook author and is currently the dining columnist for Washington Flyer Magazine (circulation: 300,000). He frequently contributes to other publications as a freelance writer. Additionally, his articles are routinely chosen by subscribers to the LA Times/Washington Post Wire Service to appear in metropolitan dailies throughout the country, including the Philadelphia Inquirer, the Atlanta Journal-Constitution, the Boston Globe, the Monterey Herald, the South Florida Sun-Sentinel, the Miami Herald, the Detroit News and the Arizona Central.

Michael Holstein, Executive Producer

Michael Holstein has produced TV programs, commercials, web-based series' and interactive products all while maintaining an active entertainment law practice. Most recently, he served as Executive Producer of A Chance to Dance, a dance competition series he produced with Nigel Lythgoe Productions which aired in the fall of 2012 on the Ovation network (a second season has been ordered). Prior, he was the Executive Producer for Trabant Trek, an adventure travel series currently airing around the world on the Travel Channel and Distinctive Digs, a web series about unique homes for MRISTV.com, an award-winning online, original video marketing property that Michael conceived and produced. He has numerous other programs in development and production, including The Regulars (for Spike TV), Design & Dine (for Food Network), Chef Daddy (for OWN with Chef Art Smith) and a PBS / NPR music program for the world famous 9:30 Club. Michael has also served for eight years as Associate General Counsel for WETA, one of the nation's largest public television companies producing national shows like In Performance At the White House, The PBS NewsHour, Washington Week, Everyday Food (with Martha Stewart) and the documentaries of Ken Burns.





**Contact: Michael Holstein
for Kaya Entertainment
michaeldholstein@gmail.com
202.441.6465**