

# GRAPE ENCOUNTERS



## UNCORKED A QUICK BITE

**AN INTRODUCTION TO  
GRAPE ENCOUNTERS  
AND ASSOCIATED BROADCASTS**

SUMMER 2014

BY DAVID WILSON  
CREATOR AND HOST OF GRAPE ENCOUNTERS RADIO

# GRAPE ENCOUNTERS



## WHAT MAKES GRAPE ENCOUNTERS SPECIAL?

As enormous as America's passion for wine has become, there is a nearly equal passion to better understand the country's preferred adult beverage. It's not so much that wine drinkers are concerned about the technicalities – they simply have a sense that there is a lot more enjoyment to be had. The trick is, muddling through all the pretentious conversation and editorial in search of the good stuff.

The good stuff may be varietals yet to be discovered, wine-themed adventures, new and better ways to enjoy wine drinking experiences and, of course, an increased knowledge of how wine is made, where it is made, who makes it, how to appreciate it and have more fun with it!

For those in and associated with the wine business, opportunities abound to promote their products, services and destinations to the masses. However, there's a bigger story to tell when it comes to wine and wine country –and because that story is larger than life, quick sound bites and two-dimensional ads seldom do the story justice.

Going into its 5th year, Grape Encounters Radio has created a dialogue with wine lovers of every kind. The show is strongly embraced by those eager to know more, those who already have a good understanding of all things wine, and even experts who are often delighted by some of the discoveries shared on the show. Pretentiousness seldom finds its way into the Grape Encounters dialog. But even though the show keeps things down to earth, it never dumbs down the subject.



*A big supporter and frequent guest of Grape Encounters Radio, many consider **Michael Grgich** the most important living winemaker in America today.*

## STEADY GROWTH OF THE GRAPE ENCOUNTERS BRAND

Throughout 2014, Grape Encounters has continued to enjoy steady growth, including the addition of key stations in Oregon, Southern California, San Francisco and other parts of the country. In addition, two shorter programs, spawned by Grape Encounters are rapidly gaining traction—**UNCORKED** and **A QUICK BITE**.

The Grape Encounters focus on unpretentious wine enjoyment and wine-themed adventures clearly resonates with the vast majority of wine drinkers who frequently make wine the centerpiece of a multitude of life experiences.

While Grape Encounters is certainly about wine, the show's focus is on the lifestyle and opportunities that the world's passion for wine has created. Accordingly, the show endeavors to take listeners to places they have never been and introduce them to both opportunities and personalities that we are confident they will enjoy.

# GRAPE ENCOUNTERS



## MEET GRAPE ENCOUNTERS HOST, DAVID WILSON

Some talk radio hosts have the on-air talents to attract listeners – wit, humor, passion, compassion, compelling conversation and, of course, just the right broadcasting voice. Others in the radio business are able to attract advertisers and create the right climate and opportunities for them within the news/talk arena. David Wilson is a refreshing blend of both talents and has been involved in radio and television for several decades. David keeps his listeners engaged by weaving wit, warmth and sometimes off-the-wall commentary into every show.



Because of his extensive background in radio-based marketing, David is also extremely adept at developing and maintaining profitable and lasting relationships with station advertisers and knows how to integrate advertising and promotions into station programming in ways that continue to engage listeners while, at the same time, profit the advertiser—an unusual skills for a radio host.

David is well known in several markets throughout the country for his work as the host of Grape Encounters Radio—a lighthearted lifestyle show that has received widespread praise for its unique, upbeat presentation of topics once considered to be painfully pretentious. Hosting virtually the biggest names in the wine business, the show enjoys unprecedented support from both the wine industry and the public at large.

In addition to Grape Encounters, David produces a daily feature, Uncorked, which also airs on stations around the country. He recently began hosting a quirky daily food feature, A Quick Bite, which debuted in July on the Central Coast of California.



*Grape Encounters will take you wherever there's an interesting wine-related story... and we'll get there any way we can!*

# GRAPE ENCOUNTERS



SUNSET MAGAZINE'S WINE EDITOR,  
SARA SCHNEIDER, IS NOW A  
WEEKLY CONTRIBUTOR TO  
GRAPE ENCOUNTERS!

OCTOBER, 2013



## Sunset CONVERSATIONS



### *Vintage audio*

I learned recently that *Sunset* readers drink 10 million glasses of wine in an average week. (Yes, week.) Getting better wine into those glasses is the goal of the *Sunset* International Wine Competition—and this year's judging should be a big help. I was especially glad to learn how many excellent bottles are also inexpensive (see page 76 for a cheat sheet). Sara Schneider's monthly wine columns and weekly blog posts (at [sunset.com/winepicks](http://sunset.com/winepicks)) can't possibly capture all the intel she digs up on great wine, so we're delighted that she is now appearing weekly on David Wilson's *Grape Encounters* radio show. You will find no evidence of the "wine as ego tool" attitude there; Wilson is as fun and unpretentious as Schneider is, with a show that takes listeners behind the scenes with winemakers, chefs, and the occasional wine-loving rock star. For info and podcasts, go to [grapeencountersradio.com](http://grapeencountersradio.com).

# GRAPE ENCOUNTERS



MEET SARA SCHNEIDER, WINE EDITOR

## Sunset MAGAZINE

Grape Encounters Radio is pleased to introduce an extraordinary new weekly contributor to the show. She is one of the country's most respected and widely-read wine journalists.

Sara Schneider is *Sunset* magazine's first wine editor, responsible for tasting panels, food-and-wine pairing in the test kitchen, wine-related food and travel coverage, *Sunset's International Wine Competition*, and the magazine's wine club.

Sara taught high-school English for 10 years before a love of cooking drew her to San Francisco's *California Culinary Academy*, where her wine interest began. After earning her AOS degree, she combined her word and culinary backgrounds as editor of Berkeley-based *Bay Food* magazine for three years, then joined *Sunset's* editorial staff, first on the copy desk, then as a senior food editor, eventually becoming head of the food department. In that role, she expanded the magazine's wine coverage, and launched its Western Wine Awards program and the *Sunset Wine Club*. In 2005 she was named Wine Editor.

Sara writes a monthly column on food and wine pairing, trends, and issues in wine, as well as other wine-themed food and travel stories, and in 2007 co-authored the book *California Wine Country*, a *Sunset Field Guide*. She has judged many wine competitions, both on the West Coast and internationally.

Sara has been nominated twice for *James Beard Journalism Awards* and holds the *Academy of Wine Communication's Certificate for Excellence in Wine Writing*.



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*“We’re delighted that (Sara Schneider)  
is now appearing on David Wilson’s  
Grape Encounters Radio.”*

*-Peggy Northrop, Editor in Chief*

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# GRAPE ENCOUNTERS



## WHERE YOU CAN HEAR GRAPE ENCOUNTERS RADIO & UNCORKED

**KLGA** AM 1600 Algona, IA\*  
**KLGA** FM 92.7 Algona, IA\*  
**KFQD** AM 750 Anchorage, AK†  
**KFQD** FM 103.7 Anchorage, AK†  
**KNZR** AM 1560 Bakersfield, CA\*  
**KNZR** FM 97.7 Bakersfield, CA\*  
**KKBJ** FM 92.7 Bemidji, MN\*  
**WCEM** AM 1240 Cambridge, MD†  
**KZIM** AM 960 Cape Girardeau, MO\*  
**KSIM** AM 1400 Cape Girardeau, MO\*  
**WRR** FM 101.1 Dallas, TX†  
**WRR** FM 101.1 Dallas, TX\*  
**WLEM** AM 1250 Emporium, PA\*  
**KGOE** AM 1480 Eureka, CA†  
**WGNC** AM 1450 Gastonia-Charlotte, NC†  
**KHOK** FM 100.7 Great Bend, KS\*  
**WGLM** FM 106.3 Greenville, MI\*  
**KUIK** AM 1360 Hillsboro, OR†  
**KUIK** AM 1360 Hillsboro, OR\*  
**WJJT** AM 1540 Jellico, TN\*  
**WEMJ** AM 1490 Laconia-Concord, NH†  
**479xx.com** Lafayette, In\*  
**KFWB** AM 980 Los Angeles, CA†  
**KBSN** AM 1470 Moses Lake, WA†  
**KGY** AM 1240 Olympia/Seattle, WA†  
**KGY** AM 1240 Olympia/Seattle, WA\*  
**WMBD** FM 100.3 Peoria, IL†

**WMBD** FM 100.3 Peoria, IL†  
**WMBD** AM 1470 Peoria, IL†  
**WMBD** AM 1470 Peoria, IL†  
**WWCT** FM 99.9 Peoria, IL\*  
**KLID** AM 1340 Poplar Bluff, MO\*  
**KLXR** AM 1230 Redding, CA\*  
**KTIE** AM 590 San Bernardino, CA†  
**KNEW** AM 960 San Francisco, CA†  
**KKAL** FM 92.5 San Luis Obispo, CA\*  
**KKAL** FM 92.5 San Luis Obispo, CA†  
**KUHL** AM 1440 Santa Maria, CA†  
**WFEB** AM 1340 Sylacauga, AL†

†GRAPE ENCOUNTERS \*UNCORKED

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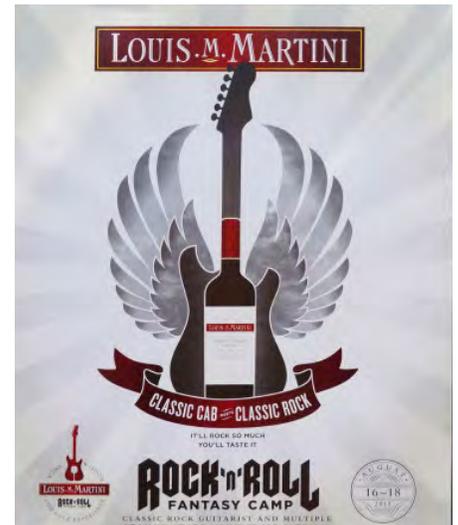
[iTunes/Apple.com](https://www.apple.com/itunes/)  
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[DigitalPodcast.com](https://www.digitalpodcast.com/)  
[Tunein.com](https://www.tunein.com/)  
[GrapeEncountersRadio.com](https://www.GrapeEncountersRadio.com)

# GRAPE ENCOUNTERS



## GRAPE ENCOUNTERS TAKES LISTENERS TO WHERE THE ACTION IS!

Grape Encounters was one of only 2 media outlets (Associated Press was the other) invited to cover the Wine and Rock & Roll Fantasy Camp at the Louis M. Martini Winery.



*Pictured are famed musicians from Gun 'n Roses, Black Sabbath, Carole King, Ozzy Osborne, Grand Funk Railroad, Deep Purple and more.*



*In a Castle in Sonoma County...*

*At an Oyster Farm on board a boat in the Pacific.*



# GRAPE ENCOUNTERS



*With Ted Allen, Host of the hit food show, Chopped.*



*Talking Idaho wines.*



*On a wine safari... yes, there are wine safaris, with real animals and African wines!*



*In Greece on a wine adventure with listeners.*

*A good friend of Grape Encounters – Master Sommelier Michael Jordan, one of only 14 people in the world to hold that title and the title of Certified Wine Educator.*





## OPPORTUNITIES AVAILABLE TO SPONSORS/ADVERTISERS

Grape Encounter Radio offers media exposure in a variety of forms. Here is a partial list of opportunities available to Advertisers and Sponsors:

- :30 & :60 Second Commercials during each Grape Encounters broadcast
- Promotional mentions embedded within the show
- :60 and :30 Supplemental spots throughout the week.
- Entire broadcasts originating from Sponsor location
- Segments recorded in the Sponsor's region
- All promotions included in Podcast Media. See List of Resources for more details concerning podcast accessibility
- Prime position ads on GrapeEncounters.com
- Links to Sponsor websites, Facebook pages, etc.
- Frequent Facebook postings on Grape Encounters Radio Group Page in support of Sponsor's ad campaign
- Photo gallery at GrapeEncounters.com dedicated to further promotion of Sponsor
- Embedded commercials in Uncorked Feature
- Production of events
- Appearance of Host at functions as Speaker, MC or Auctioneer as required



*Bicycling with listeners in Croatia*