

# Tasting Room Radio



## Tasting Room Radio

with **Terry David Mulligan**

The Weekly Radio Show Celebrating  
Wine, Food and Lifestyle.

A radio version of a Meritage, an audio blend for the soul.

# TDM

**“Guests over the past two years have come from BC, Ontario and Nova Scotia wine regions, the USA, Italy, Australia, Chile, the British Isles, Argentina, New Zealand, France and Spain.**

**They include Winemakers, Chefs, Sommeliers, Viticulturists, Artisans, Brewmasters, Celebrities, Winery Owners, Authors, Critics, The Wine Press, and Restaurateurs.”**

Advertising Rates 2012

[www.tastingroomradio.com](http://www.tastingroomradio.com)



# Tasting Room Radio

With your host Terry David Mulligan & guests



## Terry David Mulligan

Born in New Westminster, British Columbia, Mulligan's first career was as a Royal Canadian Mounted Police (RCMP) officer in Olds and Red Deer, Alberta from 1960 through 1964. After leaving the Mounties, Mulligan worked as a radio DJ for 20 years.

He was , for just a moment in the right place at the right time and got to create and program Canada's *first* FM Underground Rock Station..**CLKG-FM, now CFOX.**

TDM then joined **CBC** Television as host of the music video series **Good Rockin' Tonite** (simultaneously, he was also a regular on the children's TV comedy series **Zig Zag**, produced by BCTV). He left the CBC in 1985 to become a VJ and producer for **MuchMusic**, covering primarily the West Coast music scene as host of the long-running **Much West** series.

For many years Terry was the Host of **Movie Television** for **CityTV** spending weekdays shooting behind the scenes stories on film sets and weekends screening new movies in LA/NY, then interviewing all the stars!!

He was a program host and producer for the Canadian entertainment channel **Star!**

For 15 years TDM has produced and hosted **Mulligan Stew** a weekly 2 hour music program on Alberta public radio network **CKUA**. Mulligan is also a prolific character actor who has been featured in supporting and feature roles in many movies and television series including, notably, The Accused, The X-Files, Robson Arms, Hard Core Logo, Mystery Alaska and the Fantastic Four movie. The vast majority of the films and TV shows in which he appears are filmed in the Vancouver area.



He also co-created and co-hosts a wine show called **Hollywood and Vines TV** with fellow actor **Jason Priestley** which is filmed in vineyards everywhere. The show is seen all over the World.

In recent times, he has been working on a radio show called **Tasting Room Radio.**

Tasting Room Radio is heard on various radio stations, throughout the Okanagan wine country in British Columbia, Vancouver Island, The Gulf Islands and Province wide in Alberta through **CKUA**. TRR is also podcast on iTunes.

He continues to host **Mulligan Stew**, a long-running two-hour Saturday night show on **CKUA** which covers a vast range of great music from the past and present.



# Tasting Room Radio

With your host Terry David Mulligan & guests

## Radio Shows

### The Tasting Room

**The Tasting Room** seemed to me to be a no brainer. I take the daily conversations between chefs, sommeliers, wine growers/owners/makers, writers, artisans and throw in the occasional celebrity and see how the mix works. The Tasting Room is the radio version of an audio blend, a *Meritage for the soul*.

I am talking about the art of wine and food and how almost all of us, whether we know it or not, are connected to their creation. I know a little bit about wine and food, but like to think I know a lot about people and my own art - conversation. So, if you want to join in, listen and demystify the world of wine along with me as I learn, you can learn too. Tasting Room Radio is a 1 Hour program for both BC and Alberta.

### Mulligan Stew

Ah The Stew..perhaps the best radio I've ever done.

No borders, boundaries or rules.

Whatever finds its way onto the turntable, the CD player or is downloaded is fair game.

Mostly, it mines the rich rock vein between Blues and R&B.

A delicate mix between forgotten rock classics, tracks that got lost between generations, music that stops time and great new releases.

The show comes now is produced in North Vancouver.

## Stats & Coverage

- Streamed on internet via CKUA.com
- Podcasts available on Itunes

Kelowna- AM 1150

EZ Rock South Okanagan

Gulf Islands & Vancouver Island- 107.9

Vancouver TEAM 1410

Athabasca 98.3

Banff/Canmore 104.3

Calgary 93.7

Drumheller/Hanna 91.3

Edmonton 94.9

Edson 103.7

Fort McMurray 96.7

Grande Prairie 100.9

Hinton 102.5

Lethbridge 99.3

Lloydminster 97.5

Medicine Hat 97.3

Peace River 96.9

Red Deer 107.7

Spirit River 99.5

Whitecourt 107.1

#### OTHER:

AM (Alberta-wide) 580

SaskTel 855

Shaw Direct (Star

Choice) 828

Shaw Cable 95.3

Telus Optik 809



# Tasting Room Radio

With your host Terry David Mulligan & guests

## Social Media

The 40+ years of public broadcasting, interviews with iconic celebrities and movie/TV roles has allowed Terry to constantly re-invent himself, adopt new approaches to listener engagement and embrace new technologies while doing so. Social media is a communication channel well suited for him to offer his insights, experiences and current encounters to his generations of avid followers.

Terry is actively engaging in an Online Strategy which incorporates a new highly optimized web site as well as various Social Media platforms all focussed on one key element; **Traffic**. Corey Wood of Wood & Associates MarCom inc is a dedicated Online Strategist servicing TRR online needs. Tasting Room Radio reaches a demographic with common interests, **Wine and Food, Lifestyle & Travel**.

Advertisers within Terry's web site will ultimately benefit from the wide net cast with **Blogging, Twitter, Face Book, Flickr, You Tube, Ustream, SoundCloud and Google +**.

\*Analytic reporting available upon request

**"Im a vinyl guy in a digital world"  
-Terry-**



**"A Meritage for the soul"  
-TDM-**

# Tasting Room Radio

With your host Terry David Mulligan & guests

## Key Benefit for advertising on TTR:

Terry has the ability to reach very targeted listeners who can be converted into Your customers. He will be sharing content with like minded industry providers for a higher rate of return visitors to the site.

## Rates-Website

Pricing Monthly : Banner Ads & Static Blocks, variant per page.  
Multiple sizes available



Ad sizes vary and are custom designed.

Standard : (PX)  
Sidebar-240x160, 242x242  
Bottom Banner- 700x100  
Slider 650x350

## Rates-Stream Video

Specific steaming video endorsements by terry either on location or off site. Short intro via rough cut cam. .

## Pages

Feature Sidebar ad spots Location-#-\$

Home (4) - 75/ad/wk

Mulligan Stew (4) - 50/ad/wk

TRR Archive (4) - 75/ad/wk

Video gallery (4) -50/ad/wk

Feature Bottom Banner ad spots Location-#-\$

Home (4) - 55/ad/wk

Mulligan Stew (4) - 40/ad/wk

TRR Archive (4) - 55/ad/wk

Video gallery (4) -40/ad/wk

Home Slider ad (2) - 250/wk

Home page sliders garner the most attention on any web site. We will custom create an ad that fits into the design of a top slider.

Industries include the following examples:

- Wineries
- Restaurants
- Accommodation
- Events
- Openings
- Tours

# Terry David Mulligan

Tastingroomradio.com



## Guidelines

- All creative should be sent to [sales@tastingroomradio.com](mailto:sales@tastingroomradio.com) at least 5 days prior to the start of the campaign for testing and implementation.
- Detailed traffic instructions should be with all creative submissions
- We reserve the right to suspend any creative that is deemed to negatively affect the site performance or the user experience Creative submissions should be in .jpg, .bmp, or .png format-300dpi for photo based creative. Sizing will vary dependant upon placement of ad.
- Url may be embedded into any ad, as well as analytic tracking throughout ad duration.

## Payment Options

- Payments are accepted Via PayPal and Cheque
- PayPal processes most major credit cards and bank transfers.

### **Vancouver Sales**

Meg Foster-Mulligan e [fmfm@shaw.ca](mailto:fmfm@shaw.ca)

### **Alberta Sales**

Don Barnes Sales manager at CKUA Edmonton

c. 1 780 722-7998

e [dbarnes@ckua.com](mailto:dbarnes@ckua.com)

## Advertising Policies

- Payments are due before advertisements go live.
- Refunds can not be issued once advertisements are live
- Terry David Mulligan, Tasting Room Radio or partners thereof are not responsible for any negative business loss experienced during initiated advertising campaigns
- We do not guarantee any predetermined level of traffic or visitors to our advertisements, or subsequent visitors to advertisers links or establishments. Analytic data may be obtained at anytime.