

REAL SIMPLE

TELEVISION

season 2 station kit

Welcome to the one-stop interactive station tool kit for Season 2! Simply click on the document names to view materials. You can return to this menu at any time by clicking on the *Real Simple* logos throughout the kit. Enjoy!

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intro

Welcome!

Please take a moment to review the contents of this one-stop *Real Simple* kit. Inside you will find facts, research, turnkey-promotion tools and series information that can be useful to your local underwriting and promotion efforts.

Season 2 of *Real Simple* rolls out January 6, 2007 with shorter segments, a new co-host, and quick, on-screen “tips” for viewers. This year promises to build on the show’s successful first season, with more helpful strategies to make life easier, along with inspirational real-life stories.

The hugely popular magazine, which reaches 5.8 million readers each month, will undertake a significant marketing and promotion campaign to support the series. WGBH worked closely with *Real Simple* to coordinate series promotion with the larger, paid media activities already in place to support the magazine and the overall *Real Simple* brand.

I look forward to your feedback. And, as always, please let me know how else we can help make *Real Simple* a success in your market!

Best,



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season 2 snapshot

EPISODES

Season 2 of *Real Simple* rolls out starting January 6, 2007 with a new co-host, shorter segments and quick on-screen "tips" for viewers. Each of the 26 half-hour episodes includes:

- MEALS MADE EASY: Uncomplicated food strategies ranging from complete meals in 30-minutes to instant upgrades on classics.
- KNOW HOW: Tips on how to navigate those unavoidable challenges, offering "aha" ideas from modern manners to easy entertaining.
- HOME SOLUTIONS: Organizational makeovers, beautiful storage solutions and inspired decorating ideas designed to make life easier.
- PERSONAL PROFILES: Unique people across the country share inspirational stories about learning to live their lives in meaningful ways.
- Plus: :30 and :60 quick tips on *everything* are incorporated into each episode between segments to keep the pace lively and engaging.

PROMOTION: A TENTPOLE STRATEGY

Real Simple magazine reaches 5.8 million readers each month. In addition to ads in their magazine, *Real Simple* will promote the series and build audience by reaching out to its subscribers; launch an advertising campaign in a range of popular Time Inc. magazines; undertake a national press campaign; and plug the TV show in related brand activities which include national morning show appearances, satellite tours, consumer events and radio promotions.

Real Simple worked closely with the WGBH research team to identify four key Nielsen measurement periods for the series on PBS. This information was used to form a **tentpole strategy**, which synchs up magazine and program content so the series can benefit significantly from paid media and press efforts already in place to support the magazine.



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season 2 snapshot

If scheduled as recommended, the tentpole episodes will dovetail with magazine content and overall brand extension initiatives that will garner significant eyeballs to your local station. *Real Simple* will heavily promote the series launch, along with **four tentpole episodes**. They are scheduled as follows:

EPISODE	FEED DATE
#204:	January 27
#208:	February 24
#221:	July 21
#225:	September 22

SEASON 2 RESPONDS TO CPB RESEARCH

CPB recently embarked on extensive research to inform strategic decisions to build a larger, better-served, more loyal and supportive audience for public television. WGBH has worked with *Real Simple* to implement key findings that are applicable for program content and promotion of the new season.

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season 2 fact sheet

Season premiere	January 6, 2007 on PBS
Feed info	Saturdays at 1530 ET 501
Number of episodes	Twenty six (26) half-hour episodes
Series description	<i>Real Simple</i> is a one-stop destination for smart strategies to make life easier. Each of the series' 26 half-hour episodes presents an unmatched range of content offering easy solutions to everyday challenges and inspirational personal profiles.
Produced by	Real Simple Productions Inc.
Presented on PBS by	WGBH Boston
Executive producer	Ilene Saul-Richardson
Hosts	Dena Querubin-Blizzard Rob Keefe Cydnee Welburn
Series Web site	pbs.org/realsimple
Accessibility	<i>Real Simple</i> is closed-captioned for deaf and hard-of-hearing viewers.
Sponsored by	The Container Store, L'Oréal Paris, and TIAA-CREF.



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season 2 fact sheet

ABOUT REAL SIMPLE

Real Simple launched in March 2000 and has quickly become one of the industry's biggest success stories. Over the past six years, the magazine has struck a chord with busy women looking to make life easier, currently reaching 5.8 million readers per month. *Real Simple* is the recipient of numerous accolades, including four National Magazine Award nominations, as well as being named *Advertising Age* magazine's "Magazine of the Year," and attaining the #1 position on *Adweek* magazine's prestigious "Hot List" in both 2004 and 2005.

Real Simple is currently expanding its brand premise, "life made easier," to other platforms, including international editions and two innovative product lines.

STATION RELATIONS CONTACT

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Download materials
and photography at
resourceroom.wgbh.org

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research update

Research shows that *Real Simple* has broad appeal when looking at a cross-section of its audience composition. Data also indicates that *Real Simple* reaches target audiences identified by CPB in its research on core and occasional viewers.

CPB Goal: Build use and support among PTV-inclined moderate viewers

Real Simple Strategy: Increase accessibility through format

- To best leverage PTV-inclined, moderate viewers, sampling among like-minded viewers is encouraged.
- *Real Simple*'s new format for Season 2 ensures it does not have to be viewed in its entirety to be enjoyed; the viewer can "sample" the program.
- This programming genre is attractive to viewers who may want to watch PTV but are too strapped to make a time commitment.

CPB Goal: Keep the door open for light viewers and non-viewers

Real Simple Strategy: Increase accessibility through promotion and awareness.

- *Real Simple* magazine has 5.8 million readers each month, giving the TV series the opportunity to gain "new eyeballs" and increased frequency of viewing among those already aware of the program.

(Source: CPB-Framework for a Public Television Primetime Strategy 2006 Edition)

And the CPB research suggests keeping the door open by making public television an inviting place and to build awareness and an affinity for public television among young people and their parents.

Kids Watch *Real Simple*

- *Real Simple* reaches more **Kids 6-11** and **Kids 2-11** than any other current PTV lifestyle series.

(Source: NTI via PBS National Demo Database: *Real Simple* Feb - Jun '06)



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Younger Female Viewers watch *Real Simple*

- This season to date, *Real Simple* is reaching more **Women (35-49)** than any other current PTV popular lifestyle series.

(Source: NTI: NDD; *Real Simple*: Feb - Jun '06; Compared with long-running series Oct '05-Jun '06, *Antiques Roadshow* Jan – Jul '06.)

And Diverse Audiences watch *Real Simple*:

- Compared with the PTV primetime audience, *Real Simple*'s audience is comprised of **12% African American Households** and **8% Hispanic Households** (50% and 14% greater than the PTV primetime average, respectively.)

(Source: NTI: NDD; *Real Simple*: Feb - Jun '06; NAH; PTV 05/06)

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episode descriptions (201 – 204)

EPISODE 201: JANUARY 6, 2007 ON PBS

- MEALS MADE EASY: Make kitchen cleanup a snap with a delicious one-pot meal when Judie Byrd shares her recipe for Beef and Shallot Stew.
- KNOW HOW: Find answers to common questions about water, including “is bottled best?” and “do I really need 8 glasses a day?” from Real Simple editor Lesley Alderman.
- HOME SOLUTIONS: Learn about the “three C’s” of organization from expert Lisa Zaslow, who helps a mother from Palisades, NY make over her children’s playroom.
- PERSONAL PROFILE: Meet Rosemary Curto, who created a beautiful garden at a women’s shelter in Sacramento, CA, offering the residents a quiet spot to call their own, and a place to nurture their gardening skills.
- Plus: how to wash your face; and organize your handbag.

EPISODE 202: JANUARY 13, 2007 ON PBS

- MEALS MADE EASY: Learn how to liven up burger night with tips on making beef, veggie and salmon burgers, as well as simple topping and bun upgrades, from Jeff Weinstein, owner of The Counter restaurant in Santa Monica, CA.
- HOME SOLUTIONS: Discover the two vases every home should have and how to make cut blooms look beautiful with Emily Weaver.
- KNOW HOW: Find out how to navigate a party from Dallas etiquette expert Deborah King.
- PERSONAL PROFILE: Meet Heather Buggee, who started Splashes of Hope, a charity that paints colorful murals on drab hospital walls, creating a positive environment for patients and their guests.
- Plus: how to dice an onion; and improve your less-than-favorite lipstick shades.



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episode descriptions (201 – 204)

EPISODE 203: JANUARY 20, 2007 ON PBS

- MEALS MADE EASY: Discover how to create delicious fresh juice and smoothies from Gerdy Rodriguez, Chef Café de cuisine at The Mandarin Oriental Hotel in Miami.
- HOME SOLUTIONS: Find out the many uses for a food processor and how to use it to make everything from dough to soup from Virginia Willis.
- KNOW HOW: Learn how to save \$5,000 a year when financial expert Melissa Haley offers painless ways to cut down on everyday expenses.
- PERSONAL PROFILE: Meet Amy Zakar and her childhood violin teacher Adela Pena, who not only taught her to play the instrument but imparted valuable life lessons along the way.
- Plus: how to remove common stains; and new uses for sweets (from life savers to candy canes).

EPISODE 204: JANUARY 27, 2007 ON PBS

- MEALS MADE EASY: Get a primer on how to buy and prepare salmon from chef Christine Keff of Seattle's The Flying Fish Restaurant.
- HOME SOLUTIONS: Give any space a simple face-lift when style expert Elizabeth Mayhew shares the basics of painting a room.
- KNOW HOW: Learn how to create a healthy, lifetime eating plan when nutrition expert Heidi Skolnik offers tips on what to include in your daily and weekly diet, from portion size and calories to the proper mix of protein and carbs.
- PERSONAL PROFILE: Meet Molly Barker, and learn why she started the national non-profit Girls on the Run, which educates and prepares pre-teen girls for a lifetime of self-respect and healthy living.
- Plus: how to read a food label; and *Real Simple* viewers weigh in on how they stick to their exercise routines.

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2007 broadcast schedule

Real Simple worked closely with the WGBH research team to identify four key Nielsen measurement periods for the series on PBS. This information was used to form a **tentpole strategy**, which syncs up magazine and program content so the series can benefit significantly from paid media and press efforts already in place to support the magazine. Real Simple will heavily promote the series with extra paid efforts to support Season 2 premiere and the **four tentpole episodes (#204, #208, #221 and #225)**.

EPISODE	FEED DATE	FEED TIME	SATELLITE
201	Sat. 1/6/07	1530-1600	501
202	Sat. 1/13/07	1530-1600	501
203	Sat. 1/20/07	1530-1600	501
204	Sat. 1/27/07	1530-1600	501
205	Sat. 2/3/07	1530-1600	501
206	Sat. 2/10/07	1530-1600	501
207	Sat. 2/17/07	1530-1600	501
208	Sat. 2/24/07	1530-1600	501
201	Sat. 3/3/07	1530-1600	501
202	Sat. 3/10/07	1530-1600	501
209	Sat. 3/17/07	1530-1600	501
210	Sat. 3/24/07	1530-1600	501
203	Sat. 3/31/07	1530-1600	501
204	Sat. 4/7/07	1530-1600	501
211	Sat. 4/14/07	1530-1600	501



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2007 broadcast schedule

EPISODE	FEED DATE	FEED TIME	SATELLITE
212	Sat. 4/21/06	1530-1600	501
205	Sat. 4/28/06	1530-1600	501
206	Sat. 5/5/07	1530-1600	501
213	Sat. 5/12/07	1530-1600	501
214	Sat. 5/19/07	1530-1600	501
215	Sat. 5/26/07	1530-1600	501
207	Sat. 6/2/07	1530-1600	501
208	Sat. 6/9/07	1530-1600	501
216	Sat. 6/16/07	1530-1600	501
217	Sat. 6/23/07	1530-1600	501
218	Sat. 6/30/07	1530-1600	501
219	Sat. 7/7/07	1530-1600	501
220	Sat. 7/14/07	1530-1600	501
221	Sat. 7/21/07	1530-1600	501
222	Sat. 7/28/07	1530-1600	501
209	Sat. 8/4/07	1530-1600	501
210	Sat. 8/11/07	1530-1600	501
211	Sat. 8/18/07	1530-1600	501
212	Sat. 8/25/07	1530-1600	501
213	Sat. 9/1/07	1530-1600	501
223	Sat. 9/8/07	1530-1600	501
224	Sat. 9/15/07	1530-1600	501

2007 broadcast schedule

EPISODE	FEED DATE	FEED TIME	SATELLITE
225	Sat. 9/22/07	1530-1600	501
226	Sat. 9/29/07	1530-1600	501
214	Sat. 10/6/07	1530-1600	501
215	Sat. 10/13/07	1530-1600	501
216	Sat. 10/20/07	1530-1600	501
217	Sat. 10/27/07	1530-1600	501
218	Sat. 11/3/07	1530-1600	501
219	Sat. 11/10/07	1530-1600	501
220	Sat. 11/17/07	1530-1600	501
221	Sat. 11/24/07	1530-1600	501
222	Sat. 12/1/07	1530-1600	501
223	Sat. 12/8/07	1530-1600	501
224	Sat. 12/15/07	1530-1600	501
225	Sat. 12/22/07	1530-1600	501
226	Sat. 12/29/07	1530-1600	501

STATION RELATIONS CONTACT

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bios



CYDNEE WELBURN, HOST

As a co-host of *Real Simple*, VA native Cydnee Welburn manages a busy on-the-go lifestyle but appreciates coming home to a calm and welcoming environment. Her engaging personality is coupled with a passionate commitment to serving her community through programs including Theater Garden and the Children's Aid Society in New York City.



ROB KEEFE, HOST

A native of Louisville, KY, Rob's clever wit and warm personality help set the welcoming tone of *Real Simple*. Inviting viewers to learn alongside him, the single dad is always eager to discover a quick, easy solution to one of life's little problems. Before joining *Real Simple*, the avid reader and occasional playwright worked extensively in both theater and on television as a writer and performer.



DENA QUERUBIN-BLIZZARD, HOST

Real Simple welcomes Dena Querubin-Blizzard as a co-host for its second season on PBS. Whether discovering new ways to balance work and family, or working with experts to share strategies to save viewers' time and money, Dena – a busy mother of three – brings to the program an upbeat perspective and understanding of the challenges viewers at home tackle every day.

Dena's contagious sense of humor helps set the relaxed tone of *Real Simple*. An accomplished stand-up comedian, Dena has



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received numerous accolades, including first-place in the “Ladies of Laughter New Talent Competition” in 2004, and being featured in the *New York Times* and *Backstage Magazine*.

A native of New Jersey, Dena was also a contestant in the 1996 Miss America Pageant, and has hosted programs on Women’s Health and Pregnancy for the New Jersey March of Dimes chapter. In addition, Dena hosts “Under the Boardwalk” on NJ 101.5 FM.

Dena and her husband reside in New Jersey with their three children.



ILENE SAUL-RICHARDSON, EXECUTIVE PRODUCER

Ilene Saul-Richardson oversees all of the creative and logistical elements of *Real Simple* on PBS. A TV production veteran, Richardson has had a diverse career in the television and advertising industries, including work on the award-winning Audi A3 viral marketing campaign, and as the director of production for WE: Women’s Entertainment, overseeing the channel’s original programming, specials, development projects and films. Previously, Richardson owned her own production company, Rain 33 Productions Inc.

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photography and logos



rstv_1006rstv26_1400_6.jpg
credit: Hallie Burton



rstv_1006rstv27_1401_2.jpg
credit: Hallie Burton



RSTV005.jpg
credit: Hallie Burton



RSTV007.jpg
credit: Hallie Burton

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rstv_logo_bw.jpg

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rstv_logo_color.jpg

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press release template

Real Simple returns for its second season on PBS with more smart solutions to make life easier

Life strategies series welcomes new co-host Dena Querubin-Blizzard

(INSERT RELEASE DATE, CITY) – Should you really splurge on that handbag? Can you eat a healthy meal when fast food is the only option? Looking to create a home office that's both efficient and attractive? *Real Simple*, the popular PBS life strategies show, returns for its second season, offering solutions to everyday challenges like these, and more. Tune in to 26 brand-new half-hour episodes beginning Saturday, January 6, 2007 at (insert time) on (insert station).

“Seventy-five percent of women tell us they’re always doing more than one thing at a time. *Real Simple* is packed with helpful tips and smart strategies to help them navigate their busy lives,” explains Executive Producer Ilene Richardson. “Featuring three accessible hosts and an array of guest experts sharing practical solutions in a fun and relaxed format, *Real Simple* has become a ‘one-stop’ viewing destination unlike anything else on TV today.”

This year, Dena Querubin-Blizzard joins co-hosts Rob Keefe and Cydnee Welburn on *Real Simple*. Dena, a busy mother of three, brings an upbeat perspective and a true understanding of the challenges viewers at home tackle every day.

Exploring a wide range of content, the three hosts will engage with experts across the country – visiting Chicago, Dallas, Los Angeles, Miami, Minneapolis, New York, Phoenix, Sacramento, and Seattle – sharing *Real Simple* solutions along the way; inspirational personal profiles add a warm feeling of community and serve as an emotional touch point for the series.

Real Simple is produced by Real Simple Productions Inc. and presented on PBS by WGBH Boston. Executive producer is Ilene Richardson. Series underwriters are The Container Store, L’Oréal Paris, and TIAA-CREF.



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interview with Rob Keefe host, *Real Simple*

Q: What about *Real Simple* appealed to you?

A: If you've read the magazine, you know that it contains an incredible wealth of information that's presented in a very accessible way. The TV show has that same feel. It's not sensational or silly, and it respects the viewer. And it offers real, usable advice, not some ideal lifestyle.

Q: What did you learn from the show that you've applied in your own life?

A: I learned a lot about food: from how to make easy but delicious meals to the practice of organic farming, to how to pick good produce. We visited farmers' markets all around the country—Chicago, Santa Barbara, San Francisco. I learned so much from the people we met there about why they farm and how that I go out of my way now to go to farmers' markets.

In one episode, I talked to someone who had designed an environmentally friendly house, and that was fascinating. The mindset of the show is not, "Do all these things." But, if you can take something away from the half-hour, that's great.

Q: A lot of the show's segments seem to focus on connecting people back to tasks we all do every day and things we perhaps take for granted, like eating. Why is that important?

A: One of my favorite stories from last season came from the farmers' market in Chicago. A woman shopping asked one of the farmers, "Why should I come here?" And the farmer said, "Because you know me. You're shaking the hand that picked this fruit at 3 o'clock this morning, the hand that fertilized them, the hand that grew them. This is my life." I think that personal connection is very meaningful and something that's often missing in our modern lives.



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interview with Rob Keefe

Q: I saw a segment last year that showed how to store asparagus, and I thought it was great because no one ever told me how to do that. Do you hear that kind of thing a lot?

A: Yes, and that's a terrific example of the kind of practical information we want to make available to our viewers. It's simple, it's not going to cost you a lot of money, and it makes things taste better and last longer. That's what I call a 'good thing'!

Q: How do the segments come together?

A: We do several types of segments, and they're all a bit different. On the road, we'll seek out people who have interesting stories or have a specialty, and we'll interview them in their environment. Sometimes we know exactly where we're going and whom we'll be talking to; other times, it's a little more fluid. Then there are the segments we do in the studio, such as the cooking stories. In those cases, the experts come to us instead of us going to them.

My job as host is to stand-in for the viewer and ask questions on their behalf. And, lucky me, I get to hear some amazing stories.

Q: Any stories that really stand out?

A: In Chicago, I met a guy from Wisconsin who made gourmet vinegar in his spare time. On the weekend, he'd get up at 2 o'clock in the morning to drive to Chicago to sell it. Previously, when I thought of vinegar I'd think, 'smells strong and I can clean the coffee maker with it.' But these vinegars were aromatic and almost disappeared on your tongue. It was like tasting wine, in a way.

He told me, 'These vinegars have given the world a special education teacher.' Over the years, he had put all the proceeds he made from selling the vinegars into his daughter's education, from private school through graduate school. And, at the end of the year, he sends his surplus vinegars to troops in Afghanistan. I thought it was a really amazing story.

Q: Real Simple is your first foray into public television. What do you like about it?

A: The people I work with are really motivated. There's a level of concern for the final product and for the quality of the information that's really impressive. And

interview with Rob Keefe

there's a seriousness about the approach—not serious in the sense of “ponderous,” but an attention to authenticity I really like. That's why public television is such a perfect fit for *Real Simple*, because we're not trying to sell anything.

Q: What do your co-hosts, Cydnee and Dena, bring to the show, and what do you like about working with them?

A: They're both great people to have on the set. Cydnee's got a tremendous amount of energy, and she brings a youthfulness to the show. Her approach is really fresh and interesting. Dena is a busy mother of three and she brings an upbeat perspective and understanding of the challenges viewers at home tackle every day.

Q: You're a single dad with a young son and a busy career. How do you keep things in balance?

A: Well, 'balance' is a relative term, of course. 'Never stop moving' seems to be my motto. My son helps me keep things in perspective. When he saw the first episode, he told me he was very proud of me, and that was just the ultimate accolade.

Q: Do the two of you have any other public television favorites?

A: My son enjoys *Arthur*. I'm a big fan of *American Experience*. I'm endlessly amazed by the amount of information they're able to cram into an hour and still make it so elegant. I've also watched *Frontline* for many years.

Q: Anything you'd like to add?

A: A lot of people ask me how it feels to bring a male perspective to the show, because they perceive *Real Simple* magazine as a women's publication. What I've found is that there's a whole audience of men out there too. Ultimately, it comes down to time. Me fixing dinner for my son is no different than a single mom, or any mom, or any dad, fixing dinner for their kid. The half-hour you save by using a tip you picked up from the show is a half-hour you get to read books, play, give your child a bath. As I said to someone recently, time knows no gender.

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viewer quotes

“Real Simple on PBS is great! Who would have thought you would be able to put the best of the best from the magazine on television?”

[C.S., Oak Lawn, IL](#)

“Real Simple Television has given me so many useful and free ideas. I love the show!”

[A. B., San Francisco, CA](#)

“Thank you so much for your show! I LOVE every segment and look forward to watching every week. The only thing I would change would be the frequency in which you air it - everyday would be great!”

[E.P., Las Vegas, NV](#)

“First thing I would like to say is how much I enjoy your magazine, I love the articles and the tips on how to do things with a more realized approach. When I saw that you had a TV show to boot, I was so excited. I am a mother of 2 young children and I love the simple recipes and also the simple living excerpts. Keep up the wonderful work and know all of your effort is appreciated!”

[K.C., DuPont, WA](#)

“Thank you for your show! It has been an invaluable source of information and really saw me through a crisis. The spinach and onion pasta recipe that aired in the spring literally comforted a family of 50. You see my best friend called me on Memorial Day to tell me that her dad had suddenly passed way, and she was going to rush home to grill steaks and chops for a crowd of fifty relatives. I told her not to fire up the grill and that I would handle the cooking. Okay I needed something fast, cheap and healthy to feed all these folks without spending the mortgage payment to do it. So I played the episode with the Spinach & Onion recipe; quadrupled the ingredients, added fresh mushrooms and jarred Alfredo sauce. This army sized dish yielded more than enough pasta to feed the crowd plus provide leftovers!!!”

[D.T., St. Louis, MO](#)



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press quotes

“There are almost no bounds to the subjects covered, but there is plenty of spirit and soulfulness to go around.”

[The Hollywood Reporter](#)

“This weekly half-hour program...like the magazine of the same name, presents useful solutions to everyday problems.”

[The Washington Post](#)

“Real Simple... offers uncomplicated strategies to help make busy lives more manageable. While other shows are busy knocking down walls, this weekly half-hour PBS show...offers solutions to everyday problems...”

[Newsday](#)

“The snappy—yet soothing—pacing is best suited for quick, memorable hits...”

[The Chicago Sun-Times](#)

“Ya gotta love a TV show that has accepted as its mission the task of simplifying our complicated lives.”

[Northwest Indiana Times](#)



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