



Small Towns, Big Stories

Pilot Episode: “Uncorked: The Finger Lakes”

Hosted by Frank Licari

Underwriter Package



STUDIO CENTRAL



Uncorked: The Finger Lakes is the premiere 30-minute episode in a new travel documentary series, ***Small Towns, Big Stories***, that explores the heart and soul of Upstate New York, one small town at a time. The series is a celebration of overlooked places, untold stories, and the authentic Americana that still thrives off the beaten path.

In this pilot episode, we journey through the Finger Lakes wine region, an area gaining national acclaim for its award-winning wines, rich agricultural heritage, and stunning natural beauty. From sun-drenched vineyards overlooking deep glacial lakes to family-run wineries with generations of tradition, the episode captures the essence of what makes this region so special.

Along the way, we meet passionate winemakers, hear their personal stories, and explore how the land, the climate, and the community come together to create a culture of craftsmanship and connection. Whether you're a wine enthusiast or simply curious about the people and places that make America unique, *Uncorked* offers a refreshing and flavorful introduction to the unexpected treasures of the Finger Lakes.



Regional Impact

Uncorked: The Finger Lakes and its companion series are more than entertainment—they're economic engines designed to stimulate regional growth through film-induced tourism, a powerful and well-documented form of destination marketing. Unlike traditional advertising, which often relies on brief and transactional messaging, travelogue-style storytelling invites audiences into a place, creating an emotional connection that inspires real-world exploration.

Each episode serves as a cinematic love letter to its featured location—capturing its landscapes, local businesses, community personalities, and cultural events. This immersive format encourages viewers to not just visit, but to stay longer, spend more, and engage more deeply with the region.

Economic Development Through Tourism

Travel and tourism are among the most impactful and sustainable drivers of economic development in small towns and rural areas. By featuring independent wineries, family-run farms, boutique shops, restaurants, and regional festivals, the series channels attention—and ultimately spending—into these hyperlocal economies. Viewers are more likely to visit specific businesses they've seen on screen, giving owners a visibility boost that far exceeds the reach of standard marketing.

With the added focus on seasonal attractions—such as fall foliage, harvest festivals, wine trails, winter carnivals, and lakefront summer events—the series promotes a *year-round tourism economy*, helping to reduce seasonal slowdowns and support consistent business growth.

Strategic Regional Distribution

While the series will premiere on WCNY/PBS serving Central New York and the Mohawk Valley, a key component of the regional impact strategy involves syndication and digital distribution to surrounding markets within convenient travel distance. These potentially include:

- **The Tri-State Area** (New York City, New Jersey, Connecticut)
- **New England** (Massachusetts, New Hampshire, Vermont)
- **Mid-Atlantic & Rust Belt states** (Pennsylvania, Ohio)
- **Ontario, Canada** (via digital platforms and tourism exchange partnerships)

By targeting audiences in these densely populated and tourism-ready areas, the show encourages road-trip culture, weekend getaways, and longer stays—introducing new visitors to hidden gems across Upstate New York.

Underwriting Sponsorship Includes:

Program: “Small Towns, Big Stories” with Frank Licari

Description: Inside network programming underwriting commercial message. These are advertising spots that carry with the show whenever and wherever it airs, including streaming.

Frequency: Two (2) :15-second messages at the beginning and end of the program.

Credits: One (1) :05-second sponsorship message at the conclusion of program.

Dates/Times: 2025: One (1) pilot episode aired, plus three (3) times re-aired. Four (4) total airings.

Total Spots: Eight (8) :15-second spots, plus Four (4) :05-second billboards

Website / Digital Media / Streaming

Sponsors of *Small Towns, Big Stories* will enjoy high-visibility placement across digital platforms and PBS broadcasts, ensuring long-term value and regional-to-national reach.

Digital Exposure

Sponsor logos and recognition will appear on the official series website, including the homepage, episode landing pages, and a dedicated sponsor section. In-stream branding such as pre-roll video, banners, and watermarks will be included in each episode.

Broadcast Distribution

The pilot and series will premiere on WCNY/PBS, serving Central New York and the Mohawk Valley, with additional PBS affiliates currently in discussion. After its regional run, the full pilot and series will be submitted to **American Public Television (APT)** and/or **NETA**, making it eligible for satellite uplink and broadcast on PBS stations nationwide.

Sustained Sponsor Visibility

Each episode includes embedded **inside-underwriter spots**, ensuring sponsor recognition travels with the show whenever and wherever it airs or streams. This format delivers enduring brand exposure that extends far beyond a single market or release window.

By combining trusted PBS distribution with a modern, digital-first release strategy, *Small Towns, Big Stories* offers sponsors a compelling platform to reach audiences who value authenticity, storytelling, and local pride.

Program Structure & Sponsor Integration

Each episode of *Small Towns, Big Stories* follows a consistent, sponsor-friendly format designed for both national distribution and local underwriting breaks:

- **Local Underwriter Break** (for PBS affiliate's local sponsor spots)
- **Series Open** – branded introduction for *Small Towns, Big Stories*
- **Inside Underwriter Position** – 15-second sponsor message
- **Main Program Content** – documentary storytelling, local profiles, and seasonal highlights
- **Live Talent / Expert Commentary** – optional in select episodes
- **Inside Underwriter Position** – second 15-second sponsor message
- **Program Close** – official closing of the episode
- **End Credits & Sponsor Roll** – includes 5-second message per sponsor
- **Local Underwriter Break** – final local sponsor segment

This structure ensures visibility for both **national** and **local sponsors**, while maintaining PBS compliance and viewer-friendly pacing. Sponsors benefit from embedded placement that stays with the program across every market and platform.

Production & Distribution Track Record

The producers of *Small Towns, Big Stories* bring more than two decades of successful PBS syndication experience through both **American Public Television (APT)** and **NETA**.

Their credits include:

- **9 seasons of *On the Town in the Palm Beaches*** – a lifestyle and travel series reaching over 6 million households throughout South Florida.
- ***Travels and Traditions with Burt Wolf*** – a long-running public television staple broadcast on more than 100 PBS stations nationwide.

This proven track record demonstrates the team's ability to create, distribute, and sustain high-quality content with lasting appeal across diverse public media markets.

SHOW BREAKDOWN & UNDERWRITING SPONSORSHIP

TITLE:

Uncorked: The Finger Lakes

FORMAT:

1 Half-Hour Episode (26:46 runtime)

GENRE:

Travel · History · Family · Culture

DISTRIBUTION:

WCNY / PBS (Central New York & Mohawk Valley)

Pending: Additional PBS Affiliates via APT / NETA

BUDGET:

\$45,000 per episode

PRODUCTION COMPANY:

Studio Central Post

219 S. West Street

Syracuse, NY 13202

www.StudioCentralPost.com

HOST:

Frank Licari

Emmy-winning host of *On the Town in the Palm Beaches*

Actor · Writer · Producer

TOTAL UNDERWRITER INVESTMENT:

\$6,000 per episode

Executive Team



Frank Licari is an Emmy-nominated host, actor, writer, and producer with over 30 years of experience across five continents. He has appeared in more than 250 theatrical, TV, and film productions, including recurring roles on *Mayor of Kingstown*, *Tulsa King*, *The Chosen*, *Murdoch Mysteries*, *Blue Bloods*, and *Jessica Jones*. His film work includes *American Made* (with Tom Cruise), *Papa: Hemingway in Cuba* (with Giovanni Ribisi), and *Spiral: From the Book of Saw* (with Chris Rock).

A former Blue Man with the award-winning **Blue Man Group**, Frank is also a seasoned creator behind the camera. He co-wrote and produced *Walt Before Mickey* (Netflix), directed *Jose Feliciano: Behind This Guitar* (Peacock), and has multiple new films releasing in 2025.

Frank is the host, co-writer, and producer of the two-time Emmy-nominated PBS series *On the Town in the Palm Beaches*, as well as *Living Longer | Living Well* and the upcoming *World of Olive Oil* (PBS, 2026). He is the founder of Quite Frankly Entertainment, a production company based in New Jersey.



Monte Young is the Co-Founder and Managing Partner of Studio Central Post and Five Peaks Animation. He has worked in Entertainment for more than two decades, producing feature films such as ***Hitters***, ***Gasp***, and ***The Wave***. Monte is familiar with every aspect of filmmaking, guiding projects from concept and script through the intricate details of the post-production process.

More recently, Monte turned his focus to producing and directing animation, founding Five Peaks Animation in 2020 to create children's educational television, including ***EmergenSea***, ***Bookends***, and ***Inspector Specs***. His ability to seamlessly transition between live-action and animation showcases his commitment to innovation, utilizing the latest technology to continuously advance the art and science of filmmaking and animation.

Prior to entering the entertainment industry, Monte worked as an attorney specializing in finance. This background provides him with a unique perspective, allowing him to navigate the complexities of the entertainment business with acumen and insight.