



How to promote your appearance on California Wine Country to your audience.

Each live weekly show is recorded for the podcast. The CWC Podcast is available on iTunes, Android, Stitcher and other ways, all listed on the website and the audio player. Your episode will be available soon after it airs live, at <http://calwinecountry.com/>.

Please share this information with your marketing department so that we can coordinate our efforts to promote your appearance to our respective audiences.

Please invite your audience to listen to your episode and to subscribe to the podcast too. Here's how:

(1) Embed your episode on your website.

Find your episode on the California Wine Country website at <http://calwinecountry.com/>. Podcast episodes are listed chronologically in the right sidebar under Recent Podcast Episodes, with the most recent on top. Find your show and click to visit the page. Under the audio player, find the "Embed" link and click to reveal a piece of code that you can copy and paste into any page on your website, to embed the audio player there. This should be a routine task for your website editor; please contact us if you have questions about it. Good places to put the audio player are your home page, a blog page, or any other page that gets good traffic.

(2) Publish the link to the page on the CWC website for your episode.

Copy the URL of your episode page and publish the link on your blog page, in your emails, on your home page and anywhere else. Ex: <http://calwinecountry.com/eileen-crane-domaine-carneros/>

(3) Announce your episode in your blog and in your emails.

Write a blog post about your episode and embed the audio player into the post. Please feel free to use some copy from the show notes found on your CWC episode page, in your page's description of the episode.

If you send emails to a subscriber list, mention your appearance on CWC in your emails, with links to a page on your site that has the embedded player and/or to your episode page on the CWC site.

(4) Share on your social media, especially Facebook.

Announce your appearance on California Wine Country in all your social media channels, with a link to your episode page. CWC has a Facebook page: <https://www.facebook.com/CalWineCountry/>. Please look for us and Share/Like; we will look for you and do the same.

(5) Share your episode with your personal network of friends and colleagues.

(6) Use the CWC logo and pictures.

Feel free to use the CWC logo anywhere on your website and in your emails. You may also make it a hot link to your episode page. If you have a public area such as a tasting room, print a sign of any size you choose, with the CWC logo and information about how to find the podcast. Also, feel free to use any pictures from your episode page on the CWC website. We might use a picture from your website too.

There are downloadable logos, images and sample promotional posters on the CWC website at <http://calwinecountry.com/about-us/>, at the bottom of the page. Contact us if you need anything.

For further assistance including questions about embedding the audio player, writing copy about your episode, or making a custom sign or graphic, please contact Chris DiMatteo, podcast producer and editor, at calwinecountry@gmail.com.