Project: Breakfast with the Arts

- Create a campaign to generate awareness and excitement about A&E’s morning show

Primary Target:

- Women, ages 30-55
- Have young children who force her to be awake early on a Sunday
- Employed full or part-time to take care of kids
- Views Sunday as a day to spend with her family

About Breakfast with the Arts:

- A 2-hour show every Sunday morning at 8am on A&E
- Features interviews by host, Karina Huber with performers, writers, artists, etc.
- “Celebrates the creative spirit in all areas of the arts”

Promotional Strategy:

- A great escape for busy Mom who no longer often has the opportunity to visit museums, go to concerts and read much for pleasure
- A weekly crash course discussing what is going on the art world.
- Stress the diversity of the guests and topics on the show.
Transform your morning!

Join Karina Huber and today’s most interesting artists and performers for breakfast every Sunday morning at 8 am on A&E. Transform your kitchen into a different museum, concert or book reading every week and enjoy a little taste of the arts.
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Karina Huber: Between your weekly client meeting, swim practice, and finding out that your 8 year-old needs a full catapillar costume for the school play by Friday, you hardly have time to catch your breath, let alone catch up on today’s latest artists. Take a break from your to-do list and join me for breakfast Sundays from 8 to 10 as we transform your morning into a different museum, book reading, or concert every week.
Karina Huber: Between keeping your eye on a possible promotion, a trip to the orthodontist, and learning that you’ve been volunteered to make 8 dozen cupcakes for your daughter’s soccer banquet, you hardly have time to catch your breath, let alone catch up on today’s latest artists. Take a break from your to-do list and join me for breakfast Sundays from 8 to 10 as we transform your morning into a different museum, book reading, or concert every week.
Karina Huber: Between hiring a new assistant, planning the family vacation, and learning that you’ve been chosen to chaperone the second grade field trip to the dairy farm, you hardly have time to catch your breath, let alone catch up on today’s latest artists.

Take a break from your to-do list and join me for breakfast Sundays from 8 to 10 as we transform your morning into a different museum, book reading, or concert every week.
Apple Sausage Coffeecake

Ingredients:
- 4 sausage patties
- 2 tart apples, peeled, cored and sliced 1/4-inch thick
- 2 tablespoons brown sugar
- 1 teaspoon cinnamon
- 1 1/2 cups pancake batter
- 1 tablespoon butter

Preheat oven to 450 degrees F.

In a large skillet, saute sausage until browned. Pour off any fat from skillet, add apple slices, sprinkle with sugar and cinnamon. Saute 1-2 minutes until apples just lose their crispness. Set aside.

Place the butter in a well-seasoned 9-inch iron skillet and heat in preheated oven until bubbly and hot. Arrange the sausage in the pan, cover with apples, distributing evenly. Pour the batter over the apples and bake until nicely browned, about 8-10 minutes. Cut into pie-shaped wedges and serve immediately.

Transform your morning every Sunday at 8am on A&E

Broccoli Frittata

Ingredients:
- 1/2 cup non-fat cottage cheese
- 1/2 tsp dried dill
- 2 cups fat-free egg substitute
- 1 pkg. (10-oz) frozen chopped broccoli
- 1 tsp olive oil
- 2 tsp margarine
- 1 onion, diced

In large non-stick frying pan over medium heat, saute onions in oil for 5 minutes, or until soft. Add broccoli and dill; saute for 5 minutes, or until broccoli is heated through. In a large bowl, mix eggs, and cottage cheese. Stir in broccoli mixture. Wipe out frying pan, then place it over medium-high heat and let stand for about 2 minutes. Add 1 tsp margarine and swirl the pan to distribute it. Add half of the egg mixture; lift and rotate pan so that eggs are evenly distributed. As eggs set around the edges, lift them to allow uncooked portions to flow underneath. Turn heat to low, cover the pan, and cook until top is set. Invert onto a serving plate and cut into wedges. Repeat with remaining 1 tsp margarine and egg mixture.

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The key of light

On the cloudiest days and the darkest nights
The sun still shines though it’s not in sight
Hidden and locked away in our minds
There is this box full of perpetual sunshine

Hidden and locked away in our hearts
There is an ability to live life and experience all its parts
Happiness is the first key to success
With out happiness in the heart what is left?

Look deep inside your soul and find
The key to unlock the box of perpetual sunshine
For with out this key, this key of light
The sun will still shine but will never be in sight

Easy Breakfast Parfait

Ingredients:
1 1/3 cups unsweetened applesauce
1 cup (about 6-ozs.) pitted prunes
1 1/2 cups natural wheat and barley cereal
1 pint plain nonfat yogurt
4 pitted prunes, for garnish

Combine applesauce and 1 cup of prunes. For each serving, in a 9 to 10 oz. stemmed goblet, layer 1/4 cup cereal, 1/4 cup yogurt, 1/2 cup applesauce-prune mixture and another 1/2 cup yogurt. Top with 2 Tbsps. cereal and garnish with a prune. Serve Immediately, or refrigerate up to 4 hours before serving.

Feather-light Pancakes

Ingredients:
1/3 cup water
1/3 cup instant nonfat dry milk
4 eggs, separated
1 cup sieved cottage cheese
1/2 tsp salt
1/3 cup sifted all-purpose flour
2 Tbsp butter or margarine
1/2 cup honey
1/4 cup frozen orange juice concentrate

Place water in bowl. Add nonfat dry milk and beat until mixture stands in soft peaks. Add remaining ingredients except egg whites. Beat egg whites until soft peaks form. Fold into first mixture. Pour batter, 2 Tbsp at a time, onto hot, greased griddle. Bake until golden brown. Turn and bake on other side. Serve immediately with sugar, syrup or honey-orange sauce.

Honey-Orange Sauce:
Melt butter in small saucepan. Add honey and orange juice concentrate. Heat until warm.
Laura Stone knew exactly how to go to Hell.

She could map out its geography on napkins at departmental cocktail parties; she was able to recite all of the passageways and rivers and folds by heart; she was on a first-name basis with its sinners. As one of the top Dante scholars in the country, she taught a course in this very subject; and had done so every year since being tenured at Monroe College.