

SEWING WITH NANCY® Doodle Stitching Pledge Event revised 3/14/17

NOLA Code: DODL 00 H1
Program Title: SEWING WITH NANCY® Doodle Stitching Pledge Event
Program Length: 1/90 (3 program segments, 3 pre-produced breaks, grantors/credits segment)
Promo: 30-second promo available in the PBS Promo Dropbox
Feed date/Time: Saturday, February 11, 2017 @ 1530 – 1600ET/HD 04.
Feed-for-Record
Closed Captioned: Yes
Stereo: Yes
SAP: No
Format/version: HD Pledge Event
Video: 16:9
Suggested TV Ratings: TV-G

Important Notes:

- There are phone operators in the studio.
- There is space throughout each break for a lower-third keying of station graphics.

Fundraising Talent:

Nancy Zieman, James Steinbach, Linda Berman

Event Format: This 90-minute pledge event is built around the core program, *Sewing With Nancy—Doodle Stitching*. It consists of three program segments (approximately 20 minutes of content each), three pledge breaks, and a final segment with program grantors & credits.

Short Description: Join host Nancy Zieman as she teaches you to translate your pen and paper doodles onto fabric with your sewing machine to create small works of fiber art. The sewing is fast, and the end result—satisfying.

Segment 1: Explore the sewing machine's decorative stitches.

Many sewists and quilters rarely use the decorative stitches built-in or programmed into sewing machines. Nancy demonstrates three projects that feature these artistic stitches. In *Zigzag Doodles* see how a bartack becomes an artistic design. Use a single motif of a decorative stitch to doodle in *Sketch 'n Stitch* or test out a variety of stitches making the *Playful Decorative Stitching* project.

Segment 2: Learn techniques to create collages and build confidence using free-motion stitching.

Nancy artfully assembles buttons, ribbons, and fabric to create two very different styles of collage—one version is no-sew while the other is stitched. Begin experimenting with basic free-motion stitching techniques with the *Daydream Stitching* project and the *Squiggle Monograms*.

Segment 3: Expand free-motion stitching skills, while exploring new artistic options.

See how Nancy translates a pen and paper doodle to fabric and thread with the *Clip 'n Stitch Doodle*. Learn the tricks of the free-motion stitching while making the *Popsicle Garden*, a whimsical work of art. Layer a sheer fabric with felt and sketch with stitches in *Doodle Outside the Lines*.

Part 4: Grantors/credits

Format:

Segment 1:

Break #1:

Segment 2:

Break #2:

Segment 3:

Break #3:

Segment 4: (grantors & credits)

Note: Sustainer messaging is included in the pledge event breaks.

Pledge Event Premiums:

\$84 Pledge Level 1

Item No. Item: PTV130 Doodle Stitching Book and
Two Packages of Klasse Embroidery Needles
Station Cost \$10.49 Retail Value \$23.97
Sustainer Level \$7.00/month

\$120 Pledge Level 2

Item No. Item: PTV131 Doodle Stitching Book, Doodle Stitching DVD and
Two Packages of Klasse Embroidery Needles
Station Cost \$17.98 Retail Value \$38.96
Sustainer Level \$10.00/month

\$180 Pledge Level 3

Item No. Item: PTV132 Doodle Stitching Book, Doodle Stitching DVD and
Two Packages of Klasse Embroidery Needles, One Package of
Klasse Metallic Needles, Two Colors Monofil Thread, Craft Glue
Stick, Fusible Craft Interfacing, Double-sided Pressure Sensitive
Fusible Web
Station Cost \$33.89 Retail Value \$72.90
Sustainer Level \$15.00/month

At no additional charge, with each premium ordered, we will include the Nancy's Notions® Catalog *plus* a discount offer. To order premiums, fax your order to Nancy's Notions® at 800.255.8119. We make every effort to ship orders for in-stock items within one business day of receipt. For the best chance of same day shipment of in-stock items, place order by 10:00 a.m. CT. If you have any questions, please call Erica Vande Zande at 877.677.9903.

Note: Prices are subject to change.

Premium images are available at <http://wpt.org/SewingWithNancyMedia/Photos>

Flags: No
Broadcast History: Show body is #3011-13 of SEWING WITH NANCY
Tag: None

Rights: UNLIMITED releases over two years (UNL/2YRS) beginning 2/11/17; and non-commercial cable rights granted. No school off-air record rights granted.

Royalty free to members and subscribers of the National Educational Telecommunications Association (NETA).

Producer: Nancy Zieman Productions and Wisconsin Public Television
Presenting Station: Wisconsin Public Television
Year Produced: 2016
Funding: Babylock
Madeira Threads
Koala Cabinets
Clover
Amazing Designs
Klasse Needles
Riley Blake Designs
Nancy's Notions

Underwriting: Local underwriting is permissible.

Web Site: www.sewingwithnancy.com

Viewer Contact: Contact through above website or by calling 1-800-336-8373