



**MULTIVU**  
A CISION COMPANY

# SATELLITE & RADIO MEDIA TOURS

## *Production & Distribution*

Achieve campaign goals with our industry-leading Media Tour services

- *Engage with targeted broadcast audiences*
- *Guaranteed reach in specific markets with comprehensive reporting*
- *Extensive notification, strategic media relations, and production*

Despite a constantly evolving media landscape, the Satellite Media Tour (SMT) is still one of the most compelling ways to get your message across to a vast audience within a small amount of time. SMTs consist of a series of back-to-back television, radio and online interviews that occur over the course of several hours in a single day.

While SMTs used to be the mainstay of broadcast PR and the go-to for every campaign, new challenges continue to arise that cause communicators to continuously evolve the way we view and incorporate them into larger PR campaigns.





# TIPS FOR MAXIMIZING YOUR SMT

*Looking to get national coverage in a short amount of time while remaining in one location?*

**IT'S OKAY TO CASH IN** – Whether you are targeting national, regional or local media, there are always new opportunities available for guaranteed placements, brand integrations and paid opportunities to incorporate into your tour.

**IT'S NOT JUST MADE FOR TV** – By incorporating radio during drive time, bloggers, online outlets or Hispanic stations, you are expanding your audience reach as well as hitting a variety of demographics. Plus, reaching out to other mediums helps you gain a presence in markets that may be otherwise unattainable.

**KEEP IT RELEVANT TO LOCAL AUDIENCES** – It's crucial to make the story applicable to national media and simultaneously relevant to specific local markets. This can be done by localizing information and “news-you-can-use” to these specific markets.

**KILL TWO BIRDS WITH ONE VIDEO** – Take advantage of any down time during the SMT to shoot a 30- or 60-second standalone video that can be used to provide news content during breaks in scheduled programming in any market. This increases audience and helps to target local markets or demographics. These videos can also be used for internal marketing purposes.

**TIMING IS EVERYTHING** – More time leads to more interviews across all time zones. Health and sports producers tend to have later shows, so think about extending the length of your SMT to ensure you are maximizing all opportunities.



# CONTACT US

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