



# GETTING YOUR BRAND ON TV (and other channels)

MultiVu™

## TABLE OF CONTENTS

**Is TV right for your story?**

**Satellite Media Tours**

TV & Beyond

Options That Meet Your Needs

What to Expect

# Tips for Maximizing Your SMT

**Next Steps**

# IS TV RIGHT FOR YOUR STORY?

IS TV RIGHT FOR YOUR STORY?

“How do I  
get my story  
on TV?”



When we hear this question (and we hear it a lot) we know that the person asking it is really trying to meet a few different challenges.

In reality, they’re asking, “How do I reach a broad audience?” “How do I generate a high-impact message?” and “How do I tell my story visually?”

As you might guess, these few questions have a lot of answers. We’re going to help you tackle at least a few of them with information in this presentation.

# Consider the Audience You Want to Reach

**First, ask yourself who the brand *REALLY* needs to reach with the message.**

That's the key question you need to ask when setting the course for your visual story, and determining whether or not TV really is the best channel for your message.

Morning talk and network news shows do reach a broad swath of consumers. If your story truly has broad public appeal, pursuing television coverage may in fact make a lot of sense.



# Consider What Will Interest Your Audience

It's worth spending a few minutes thinking specifically about your story in the context of the audience, too.

TV and radio producers are looking for “news you can use” content with easy-to-understand consumer messages. Stories need to be useful, interesting and relevant to the media outlet's audiences if they're to win consideration by the production staff.

## **PRO TIP:**

Frame your story in the context of what the potential audience will find most relevant.

That will give you the best shot at creating messages that will win media attention and resonate with target audiences.

# Still think your brand needs a TV moment?

## Yes, we're ready!

A sure-fire way to gain TV exposure for your organization's story is with a **Satellite Media Tour** (SMT).

SMTs enable your spokesperson or expert to virtually visit a variety of television markets in rapid succession via a series of interviews that are pre-booked with participating stations.

## No, perhaps not...

If an honest assessment reveals that your audience is more niche than national, TV probably isn't the best route to take – but that doesn't mean leaving video by the wayside.

An array of online videos – including expert commentary, a real-life demo, and customer stories – can draw audience and be re-purposed for use in email campaigns, on social networks, in newsletters and on blog posts (to name just a few.)

# **SATELLITE MEDIA TOURS**

## **PART I: TV & Beyond**



# What's a Satellite Media Tour?

Satellite Media Tours (SMTs) enable your spokesperson or expert to virtually visit a variety of television markets in rapid succession via a series of interviews that are pre-booked with participating stations.

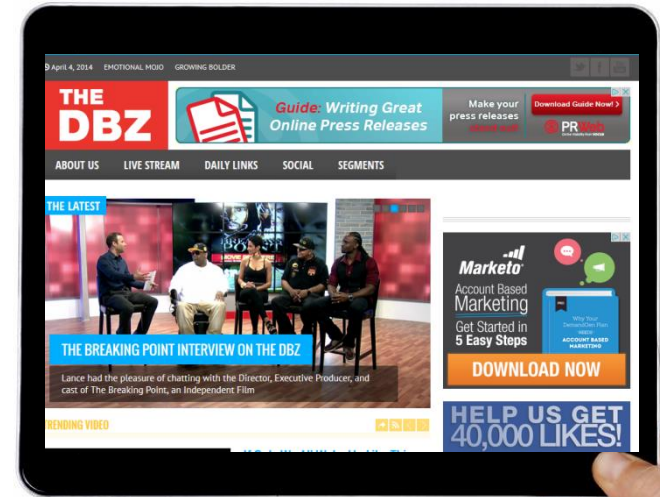
Most organizations work with a vendor, such as MultiVu, that coordinates pitching the story to TV stations and other outlets, coordinating media bookings and managing all of the logistics, including the recording location (whether in a studio or elsewhere) and the communications with the media outlets and bloggers.



# More than just TV

SMTs deliver more than TV exposure. Most stations have robust Web presences, enabling online audiences to see segments even if they missed the newscast on which a piece originally aired.

Additionally, by incorporating audio and online interviews, the SMT can rapidly morph from a television-only campaign into one that encompasses radio and online audiences, as well.



We're even doing **Blogger Media Tours**, focusing on delivering interviews directly to targeted bloggers.

Watch our Blogger Media Tours video on YouTube at <https://www.youtube.com/watch?v=LfjAEUVj9x4>



# **SATELLITE MEDIA TOURS**

**Options That Meet Your Needs**

# Selecting the SMT that meets your needs

There are two different approaches to satellite media tours:

1. Your brand can either go it alone  
**OR**
2. You can join a couple other brands telling related stories on a cooperative effort, something we call a “Co-op SMT.”

The magnitude of your organization’s story as well as your budget are two of the key factors in determining which approach to take for your story.



**Solo or  
Co-op?**

# More information about Co-op SMTs

A Co-op Satellite Media Tour features two to four participants focusing on a particular topic or event, such as fitness, beauty, personal finance or sports.

Each participant is given 20 seconds to convey their message. Because resources are pooled the participants, Co-ops provide a cost-effective option for reaching consumer audiences.

[Click here to view our Co-op brochure & 2014 calendar.](#)

**Content MultiVu™ Broadcast Co-op Calendar**

January - December 2014

Multivu's Multimedia Broadcast Co-op Tours provide premium multimedia news delivery platforms which are designed to provide the most value for your PR video dollars and the best Co-op ROI in the industry.

**Co-op Tour Features:**

- Seven-hour live and internet broadcast
- Live webcast of your event
- Recording of a 20-second spot
- Participation in and maximum exposure
- Premium production
- A Co-op prep session
- Co-op prep 1-2 weeks prior to event
- No additional food-related expenses

**Co-op SMT!** Please note: This is a Strategic PR solution. We guarantee USA Radio/NBC News 1 show. The D will be on the west coast. USA Day event get a participant.

**2014 Broadcast Co-op Calendar**

Title	Spokesperson	Location	Tour Description	SMT Date	Deadline Date
Consumer Electronics Show (Jan 8-13)	Iodd Townsend, Consumer Tech Expert	NYC or Las Vegas	Latest technology presented at CES	Jan '14	Dec '13
New Year New You	Sharon Ito, Health and Nutrition Expert, Kathleen Daemans, Nutrition Expert or Linda Clampa, Health Expert	NYC	Health, nutrition, fitness and wellness tips and products	Jan '14	Dec '13
Cold & Flu	Linda Clampa, Health Expert, Dr. Melody McCloud or Jim Morell, Pharmacists and Health Expert	NYC	Tips to survive the cold and flu season	Jan '14	Dec '13
North American International Auto Show (Jan 14-27)	Micah Muoto, Kelley Blue Book	Detroit	Automotive suppliers and exhibitors	Jan '14	Dec '13
Preparing for the Big Game (Feb 1)	Maureen Petrovsky, Marc Silverstein or Paulette Mitchell, Food & Entertaining Experts	NYC	Recipes, beverages & decorations to celebrate the big day	Jan '14	Dec '13
Chicago Auto Show (Feb 9-19)	Micah Muoto, Kelley Blue Book	NYC or Chicago	OEMs, automotive suppliers and exhibitors	Feb '14	Jan '14
Heart Health - American Heart Month	Sharon Ito, Health and Nutrition Expert, Kathleen Daemans or New Cochran, Nutritionist	NYC	Latest improvements in cardiovascular health, including exercise, nutrition, and medication	Feb '14	Jan '14
Taking Care of Taxes	Vera Gibbons, Financial Expert	NYC	The latest consumer tax tips, trends and tools	Feb '14	Jan '14
Valentine's Day Gift Ideas for Sweethearts, Family & Friends	"Savvy Auntie" Gift Trends Expert	NYC	Gift ideas for all the loves in your life	Feb '14	Jan '14
Money Matters	Pat O'Brien or Linda Clampa, Investing Experts	NYC	Facts, fiction, tips, and tools for new and experienced investors	Feb '14	Jan '14
Spring Into a Healthier You	Kelli Calabrese, Fitness and Nutrition Expert or Sharon Ito, Health and Nutrition Expert	NYC	Tips on getting back into shape for spring	Mar '14	Feb '14
National Nutrition Month	Sharon Ito, Health and Nutrition Expert, Kathleen Daemans or New Cochran, Nutritionist	NYC	Latest nutrition news, smart foods, beverages, etc.	Mar '14	Feb '14
Spring Spruce Up	Martin Amadio, HGTV Home & Interior Design Expert or Pat Simpson, Home Improvement Expert	NYC	Clear out the clutter and organize your home inside-and out for spring	Mar '14	Feb '14
Spring Break Travel Trends	Stephanie Oswald, Dottie in Chic, Travel Call Magazine or Lisa McElroy, Travel Expert	NYC	The latest travel tips and trends for spring break travel	Mar '14	Feb '14
Award Show Party Planning	Paulette Mitchell, Maureen Petrovsky or Marc Silverstein, Food & Entertaining Experts	NYC	Party tips, trends, recipes, beverages and decor	Mar '14	Feb '14

ENGAGEMENT AND WORKFLOW SOLUTIONS FOR: (800) 653-5313 | www.primewire.com Copyright © 2014 PR Newswire Association LLC. All Rights Reserved.

(800) 653-5313 | www.primewire.com Copyright © 2014 PR Newswire Association LLC. All Rights Reserved.

# **SATELLITE MEDIA TOURS**

## **PART III: What to Expect**

# Coordination through MultiVu

Once you have decided to go ahead with your Satellite Media Tour, your MultiVu representative will work with you to coordinate all aspects of your media tour and will ensure that your SMT achieves optimum results.

MultiVu will advise on the tour date as well as coordinate all onsite logistics, whether at a studio or at a remote location.

We will also discuss key messages, create a one page media alert for use in pitching and determine the most effective overall strategy.



**Allison Welz**

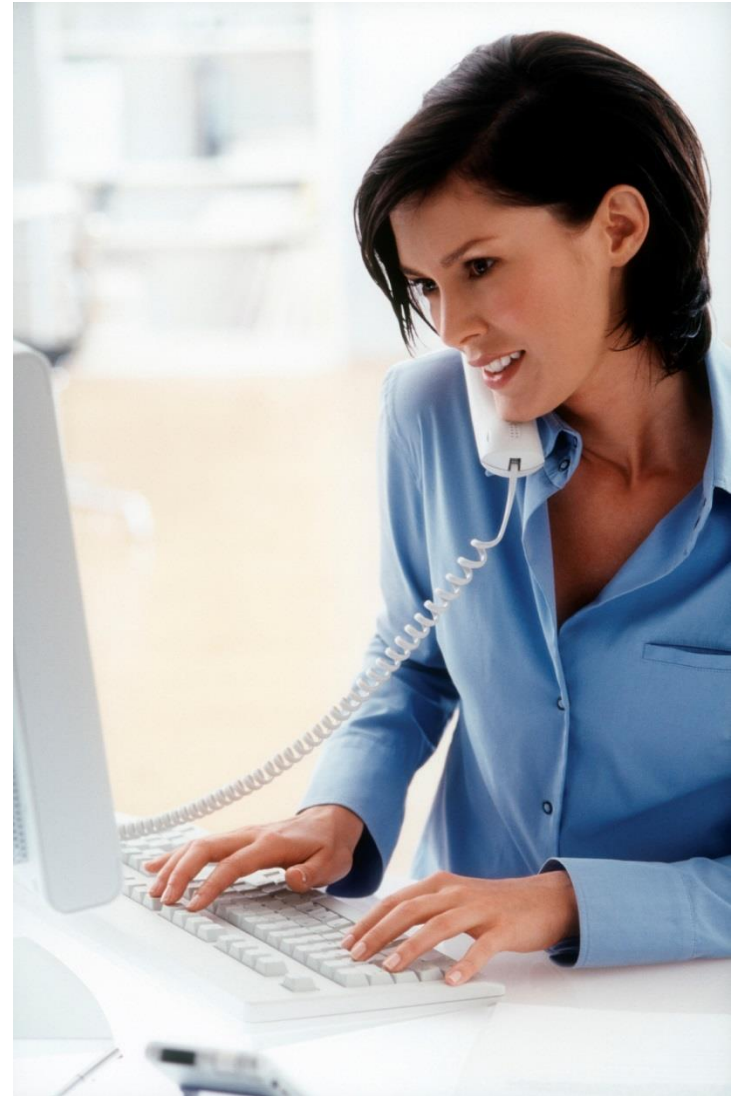
MultiVu Executive Director,  
Media Relations and Client  
Strategy



# Pitching

Pitching ideally gets underway a minimum of four weeks prior to your tour date.

Strong, up-to-date media contacts mean everything when it comes to booking a media tour. MultiVu maintains excellent relationships with individual producers at TV, Radio and Internet shows who we know will be interested in your story.



# Tour Day

## ARRIVAL:

On the day of the media tour, plan to have talent arrive approximately an hour before the first interview, this usually means around 5:00 or 5:30 AM ET.

## ATTIRE:

“Business casual” attire is generally most appropriate. Spokespeople should not wear white or heavily-patterned shirts.



Remember, no white or heavily-patterned shirts on camera.

# Tour Day

## **PRE-INTERVIEW PREP:**

Once at the studio, the spokesperson will go into makeup and your on-site SMT producer will review the morning's activities and ensure that all technical facets of the tour are set.

## **INTERVIEW SESSION:**

TV interviews will typically be between 2 and 3 minutes long, radio and online interviews will typically be longer (up to 10 minutes.) Your spokesperson will be alerted beforehand as to whether the interviews are live or taped and where the interviews are originating.

## **PRO TIP:**

Frame your story in the context of what the potential audience will find most relevant.

That will give you the best shot at creating messages that will win media attention and resonate with target audiences.

# Evolving Media = Additional Opportunities

Traditionally, SMTs were held between the hours of 6:00-10:00 AM ET and included interviews solely on morning TV newscasts.

But today, SMTs are often extended to 11:00 AM ET or even later to allow for increased booking opportunities, as some stations prefer to tape segments for later use.

We also encourage incorporating radio and online interviews into your tour, as these additional bookings mean significant added audience and return on your investment.



# Next day follow-up

The day following your Satellite Media Tour, MultiVu will provide a preliminary report that lists airings, audience reached and equivalent advertising values. It will also include streaming video links to the TV segments when available.

In addition, MultiVu also provides a production video on DVD as a copy of the entire satellite media tour for your records. Should you choose, this can later be used to assemble a highlights reel.



# **SATELLITE MEDIA TOURS**

## **PART IV: # Tips to Maximize Your SMT**

# Tips section

# NEXT STEPS

MEYI 21EB2



# READY TO TAKE YOUR BRAND STORY TO TV?

With the proper guidance, media tours can be a highly effective tool to convey your messages to the media as well as to the public at large, via both broadcast and online outlets.

**MultiVu**<sup>TM</sup>

**For more information,  
[contact the MultiVu team.](#)**