



MultiVu Broadcast

2021 CO-OP CALENDAR

DELIVER YOUR MESSAGE DIRECTLY TO TELEVISION & RADIO AUDIENCES WITH BROADCAST CO-OP TOURS

Share your story with targeted audiences in television and radio markets across the country by consulting with MultiVu, the industry leader for Broadcast Co-op Tours. Use a holistic approach to develop the most effective media strategy and help you achieve your campaign goals.

MULTIVU CO-OP TOUR FEATURES:

- Seven-hour window to accommodate TV and radio stations throughout the country
- Live webcast of the entire tour for remote viewing
- Weekly usage reports with viewership figures based on Nielsen data
- UP TO 100 MILLION IMPRESSIONS GUARANTEED, INCLUDING:

16+ Million Impressions via Nationally Syndicated Segments; *NEWSWATCH/ION, Coffee with America, Radio America-Passport Mommy & Cable Radio Network

80+ Million Impressions (Estimated): Branded landing page including all participants of the Co-op SMT distributed via PR Newswire's online syndication network

[Example of our Landing Page](#)

34 Million Impressions (Estimated) Online Video Distribution (OVD) of one video from the Co-op SMT day representing all participating brands

415,000 Impressions (Estimated Daily Impressions): Times Square Photo Distribution of your product/service image

- Spokesperson fee
- Recording of a generic interview segment
- Two airchecks from the tour
- Pre-tour message training call with spokesperson
- Food stylist is included for all food tours



**CO-OPS CAN BE
CUSTOMIZED UPON
REQUEST**



CO-OP SMT SPOKESPERSON

See the attached calendar for scheduled spokespeople for each event.

Please note: The spokespeople are subject to change.

STRATEGIC PLACEMENTS

We guarantee an audience of 12 million for each Co-op SMT via NEWSWATCH/ION, Coffee with America, USA Radio Network and Cable Radio Network.

NEWSWATCH/ION (Audience 3+ Million)

NEWSWATCH is a syndicated news show that airs a variety of consumer and health stories. The show airs on approximately 150 ION and Independent affiliates nationwide.

Coffee with America (Audience 2.5 Million)

Hosted by two very familiar faces in the television industry, Ebony Steele and Sasha Rionda. Ebony Steele is best known for her work on Fox TV's Dish Nation! and radio's The Rickey Smiley Morning Show. She has been named one of Radio Facts' Top 30 Women in Media alongside Oprah, Wendy Williams and Soledad O'Brien. Sasha Rionda is a multilingual correspondent perhaps most recognized for hosting CNN International's "The Music Room." She's interviewed top recording artists Britney Spears, Usher and Moby, among others. This show focuses on the issues that have made these ladies famous: everything from lifestyle to celebrities, health to entertainment.

Radio America - Passport Mommy Syndicated (Audience 3+ Million)

Michelle is an expert broadcaster and brings a unique voice to today's moms. Her years of experience bring brands into the cars and homes of moms in a way others can't - through radio, social and television sets her apart. She has made a career as a lifestyle radio talk host in the top five markets in the country including New York, Philadelphia and Washington D.C as well as nationally on SiriusXM. Airs Sundays between 8 and 9 PM ET and daily through her podcast. 50 affiliates.

CRN Digital Talk Channel (Audience 8+ Million)

Mike and Debbie discuss the latest food, wine, travel and entertainment topics. Live between 8 and 9 AM Pacific on 235 affiliates. Also syndicated on 157 additional affiliates through Radio America and Salem Radio. Flagship stations are KRLA-AM Los Angeles and KCBQ-AM San Diego. 392 total affiliates.

ADDITIONAL SERVICES

Customized Trade Show Co-op SMTs

In an effort to help generate significant broadcast coverage at the top trade shows, we can provide strategic customized Co-op SMT packages to fit your budget as well as your communications and broadcast needs.

MultiVu Exclusive: Hispanic Multimedia Co-op SMTs

In an effort to help generate significant broadcast coverage throughout the year, MultiVu's Latino division has created a customized Hispanic/Latino Co-op SMT calendar to fit your budget as well as your communications and broadcast needs.

Multimedia Distribution

Add another "pop" of publicity to your SMT by showcasing your photo, logo or image on the Reuters Sign in Times Square*. Gain even higher awareness for your program or product with the over 415K people who walk and drive through Times Square daily.

Multichannel News Release

Build your brand online with a multichannel landing page and share your message via the industry's largest distribution network and the media-only community, PR Newswire for Journalists. The Multichannel News Release enhances your stories by adding photos, videos and other rich content that is easily shared via social media links.

**Display on the Thomson Reuters sign in Times Square is provided through a partnership with Branded Cities.*



Contact us for more information at 800.653.5313 or multivucoops@multivu.com

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2021 CO-OP CALENDAR



Broadcast Co-op Tour Schedule

Over the next few pages, you will find the current Co-op calendar for January to December 2021.

Please note: calendar is subject to change.

On average, 20 to 30 local and national television interviews, radio and internet stations across the country will broadcast each of these segments during their newscasts. Participation is limited to four sponsors per Co-op and is determined based on availability and the news value of your message.

Title	Spokesperson	Tour Description	Date
New Year's Tech Trends	Todd Townsend, Tech Expert	Tech innovations are constantly evolving and growing at a rapid pace. With so many now working and learning from home, 2021 is sure to unveil exciting consumer electronics trends. Our industry experts will preview the latest in tech and consumer gadgets trends for the New Year!	Jan '21
Resolving to be a Better You!	Amy Goodson, registered dietitian, or Kelli Calabrese, Wellness Expert	Kick off the new year by making 2021 resolutions and sticking to them! Our expert shares tips and trends for an energetic, more refreshed, new you!	Jan '21
Hottest Mom Hacks Revealed	Alison Jacobson, "Safety Mom" or Colleen Burns, "Mom On The Run"	Being a mom can be challenging, considering the time and energy put in. Our expert will share the latest tools and advice.	Feb '21
Kick off the Season: Spring Into a Healthier You	Sharon Liao, Health & Nutrition Expert or Katherine Brooking, Nutrition Advocate and Dietitian	With spring upon us, what better time than now to get back on a healthy track! Learn the tricks and tools to look good and feel great this season.	Mar '21
Spring Spruce Up	Martin Amado, Home Decor & Lifestyle Expert or Amanda Mushro, Lifestyle Expert	It's time to clear out the clutter and organize your home for the spring! Our home improvement expert will share how to get your home spruced up for the season ahead.	Mar '21
Spring Break Travel Trends	Stephanie Oswald, Editor in Chief of Travel Girl Magazine or Amy Goodman, Travel Expert	Whether you're vacationing with friends or family for spring break, know the tips and trends for all your spring travel needs.	Mar '21
New York International Auto Show	Micah Muzio, Kelley Blue Book	Showcasing cutting-edge design and automotive innovation, our auto expert takes you through the trends coming out of the 2021 auto show.	Apr '21
Spoil Mom This Mother's Day	Kathryn Sansone, Lifestyle & Parenting Expert or Colleen Burns, Lifestyle & Gift Giving Expert	What do you get for the mom who has everything? Our gift expert shares unique gifts and how to plan the perfect day for Mom!	Mar '21
North American International Auto Show	Micah Muzio, Kelley Blue Book	Showcasing cutting-edge design and automotive innovation, our auto expert takes you through the trends coming out of the 2021 auto show.	June '21
Dads & Grads	David Novak, "The Gadget Guy" or Andrew Krasny, Consumer Trends & Gift Giving Expert	It's that time of year again when Father's Day and Graduation Day fall at the same time, but don't fret! Our gift expert shares cool gifts that every Father and Graduate will enjoy!	June '21



Title	Spokesperson	Tour Description	Date
Hit the Road this Summer	Mickela Mallozzi, Travel Expert or Julie Lofreddi, Lifestyle Expert	Summertime means vacation time – but, with unpredictable weather patterns and fluctuating gas prices, how do you survive summer ravel? Learn the “to-do’s” when planning a vacation for the whole family.	Jun or July ‘21
Red Carpet Beauty Trends	Chassie Post, Style Expert or Emily Loftiss, Beauty & Style Expert	Celebrities are once again setting the trends as to how the rest of us will strut our stuff this summer. Our beauty and fashion expert has the inside scoop on the latest beauty trends that will survive in the summer heat.	Jun ‘21
Host Sizzling Summer Soirees	Valerie Greenberg, Lifestyle Expert or Marc Silverstein, Entertaining Expert	With warmer weather and longer days, the summer always just seems like a good time to throw a soiree with friends and family! Our expert is ready to help you get creative with your party planning.	Jun ‘21
Ask the Vet	Dr. Jeff Werber, Veterinarian or Dr. Ruth MacPete, “The Pet Vet”	Our furry friends want a safe and fun summer too! Our pet expert will give great health and safety tips on how to care for your pet during the hot summer months.	Jun ‘21
Create your own Fireworks this 4th of July	James Briscione or Paulette Mitchell, Chef & Entertaining Experts	The 4th of July: not only do we recognize the importance of this day with patriotic celebrations, but with lots of good ol’ fashioned all-American eats! Our expert shares how to throw the perfect Independence day bash.	Jun ‘21
Healthy Summer Entertaining	Amy Goodson, registered dietitian, or Ceci Carmichael, Chef & Entertaining Experts	Whether you’re grilling at home, hanging out at the beach or going on a simple picnic, our nationally recognized nutritionist has great ideas to help us eat healthier while entertaining this summer.	Jun or July ‘21
Cool Tools for Back to School	Andrew Krasny, Consumer Trends Expert or Kathryn Sansone, Lifestyle & Parenting Expert	Parents who feel overwhelmed at the prospect of what their kids need, our consumer expert will provide the latest tips and tools necessary for back to school.	Aug ‘21
Easy Meal Solutions for Busy Families	Brooke Parkhurst or Ceci Carmichael, Chef & Entertaining Experts	The Monday-through-Friday meal rotation for you and your family can be difficult even in the best of times. Learn more about quick and easy recipes for parents on the go.	Aug ‘21
Crib Notes: Navigating Your Way Through Baby’s First Years	Alison Jacobson “Safety Mom”, or Amanda Mushro, Lifestyle Expert	From hitting important milestones to navigating the multitude of products and services at mom’s disposal, motherhood can be challenging. Our expert will provide tips to help moms navigate their baby’s first years.	Sept ‘21
Tailgating Party	James Briscione, Chef and Entertaining Expert or Marc Silverstein, Entertaining Expert	Tailgating season is back and it’s time to get ready to party with friends, family and your fellow football-loving fans. Our expert shares top tailgating tips so you can enjoy the perfect combination of sports, food and fun.	Sept ‘21
Fall Travel	Stephanie Oswald, Editor in Chief of Travel Girl Magazine, Julie Lofreddi, Lifestyle Expert	Whether you’re preparing for the long haul or a quick weekend getaway before the summer ends, our expert will provide the latest tips on last minute planning ideas, tricks to survive the journey and more!	Sept ‘21
Fall Back into Beauty	Kate De Ponte or Emily Loftiss, Beauty & Fashion Experts	Fall is upon us, and that means tanned skin and sun-kissed hair will be replaced by chapped lips and dry skin. Our beauty expert will share simple tips to help every woman look their very best this season and throughout the cold months ahead.	Sept ‘21
Fall Back into Health and Fitness	Rene Syler, Lifestyle Expert or Kelli Calabrese, Fitness & Nutrition Expert	With dropping temperatures and holiday feasts coming, it’s important to find ways to stay on track. From good nutrition and sleeping habits, to small steps you can take to keep your body healthy, our expert is prepared to help!	Sept ‘21
Fall Home Alert	Pat Simpson, HGTV Home Improvement Expert or Martin Amado, Home Improvement & Design Expert	Our homes are a core aspect of who we are, what is important to us, and where we feel safe. Our interior designer and lifestyle expert will share their favorite trends, home safety tips, and essential tools for your home.	Sept ‘21



Title	Spokesperson	Tour Description	Date
Armed and Ready for the Fall Allergy, Asthma and Cold & Flu Season	Linda Ciampa, Health & Parenting Expert	Approximately 50 Million Americans suffer from allergy and asthma symptoms each year. Our expert will share how to prevent and ward off cold and flu symptoms this season.	Sept '21
Medicine Cabinet Makeover	Linda Ciampa, Health & Parenting Expert or Ed Krenzlok, Health Expert	Worried about excess clutter and expiration dates? Our medicine cabinet makeover pro will share tips to help get rid of overly packed medicine cabinets and stay up to date on the latest health innovations.	Oct '21
Winterizing Your Car	Matt Delorenzo, Automotive Expert, KBB	When cold weather hits, it's no surprise that most cars perform a bit more sluggish than usual. Our expert will share his/her automotive winter weather checklist list on how to prepare your car for the winter.	Jun '21
Winterize Your Beauty Routine	Chassie Post or Emily Loftiss, Fashion & Lifestyle Experts	It's time to say goodbye to bronzer and beach waves and hello to moisturizer and lip balm. Cold weather can make it difficult to look your best, but have no fear our experts are here to give you all the best tips and tricks to be bold and beat the cold.	Oct '21
Winterizing your Home	Chip Wade or Martin Amado, Home Improvement & Design Experts	Now is the time to start preparing your home for the colder months ahead. Our home expert will provide tips on how to get the inside and outside of your home ready for winter and prevent weather wear and tear.	Oct or Nov '21
Stress-Free Thanksgiving Celebration	Brooke Parkhurst or Marc Silverstein, Lifestyle & Entertaining Experts	If you aren't well prepared for the holidays, you can find yourself overwhelmed before the festivities have even begun. But believe it or not, the holidays can be stress-free! Our expert will share tips on how to get started	Nov '21
Holiday Gifting 101	Amy Tara Koch, Lifestyle and Travel Expert or Andrew Krasny, Gift Giving Expert	Our nationally recognized gift experts have great gift ideas to help stretch your holiday dollar, from the latest trends in gift giving to how to shop on a budget.	Nov '21
Savvy Holiday Travel	Stephanie Oswald, Editor in Chief of Travel Girl Magazine or Amy Goodman, Travel Expert	The holidays are almost upon us which inevitably means travel! But, unpredictable weather patterns, and increased travel costs can make it hard to enjoy. Our national travel experts will share trips on smart solutions for holiday travel.	Nov or Dec '21
Holiday Hacks - Surviving the Season	Valerie Greenberg, Lifestyle & Entertaining Expert	Between the family functions, office get-togethers, and searching for that perfect gift, it's easy to feel overwhelmed. Our nationally recognized lifestyle expert has tips to ensure you holiday season goes smoothly from entertaining to gifting and everything in between.	Dec '21
Hosting the Holidays: Entertaining Tips	James Briscione or Ceci Carmichael, Chef & Entertaining Experts	Whether you're having a traditional family dinner, a gathering of friends and coworkers, or an open house for the whole neighborhood, our expert will provide essential entertaining tips that will help make your next holiday gathering a success.	Dec '21
Holiday Glamour - Beauty and Fashion	Brittany Levine or Chassie Post, Style Experts	From what to wear and how to spruce up last year's look, our national beauty/fashion and retail/shopping expert has all the best beauty products and fabulous fashion tips to glam up this holiday season!	Dec '21