IN A MULTIVU MINUTE

A MEDIA RELATIONS & DISTRIBUTION BULLETIN

NOVEMBER 2018
National Recycling Week SMT
November 13th
Remote from the largest recycling center in North America (in Las Vegas).
32 Bookings: 19 TV, 13 radio - 11 Spanish airings
Bank of America Credit Cards Holiday SMT
November 14th
Remote from NYC Bryant Park Winter Village.
25 Bookings: 19 TV, 6 radio – 8 live segments
Notable bookings: New York, Chicago, Atlanta, Houston

Direct Relief Year-end Giving SMT
November 15th
Remote from the Direct Relief HQ.
23 Bookings: 13 TV, 9 radio
Notable bookings: Boston, The List, NBC News Radio, Fox News Radio
New Radio Options

Food ~ Wine ~ Radio with Chef Jamie Gwen
Nationally Syndicated on 75 Radio Stations including KABC Los Angeles

WQBN-AM - La Super Q, Tampa, FL
Show – Buenos Dias Tampa Bay con Gabriela & JJ

WGES-AM – Genesis 680 AM, Tampa, FL
Show – Buenos Días Familia

KDLS-FM – La Ley 105.5 FM, Des Moines, IA
Show – Show del Kaporal

KDLF-AM/FM – La Reina 96.5 FM/1260 AM, Des Moines, IA
Show – Mireya Palma

America Tonight Syndicated, Washington DC
Show – America Tonight
New Local Television Options

WPMI-NBC Mobile/Pensacola (59)
  Show – Gulf Coast Today
WKTB- Telemundo – Atlanta, GA
  Show – Acceso Total Atlanta
WUVF-Univision, SW Florida
  (Ft. Myers, Naples, St. Petersburg)
  Show – D’Latinos Al Día
Radio Holiday Deadlines

As we approach the end of the year, booking availabilities become scarce. Please ask the MultiVu team to reserve placements before the deadline.

**Week Before Christmas (Week of 12/17)**
General Radio 12/10 | Hispanic Radio 12/7

**Christmas Week (Week of 12/24)**
General Radio 12/17 | Hispanic 12/13
Feedback from the Frontlines

In response to a heavily branded SMT:

“...we are always a little hesitant to book (satellite) interviews. I will only agree to interviews I think will be top notch... ...It is very disappointing when they (are too commercial).”

- Producer at KTXL-FOX Sacramento

For tips to avoid overbranding, click here to read our Media Relations team’s blog post.
NEW TRICKS ARE A BRAND’S TREAT

DATA AND BROADCAST MEDIA

MAKE YOUR VOICE HEARD! HELPFUL TIPS TO BOOK YOUR RADIO MEDIA TOUR

VIDEO PRODUCTION BOOT CAMP: WHAT YOU NEED TO KNOW FOR YOUR NEXT PRODUCTION

EMOTIONAL IMPACT CONTENT CREATION

MULTIVUSOCIAL OCT - NOV POSTS
Fun Fact:
We produced 30 SMTs this month!
In the wake of Hurricanes Harvey and Irma last year, thousands of families were left devastated by the destruction – and many suffered the added heartbreak of being separated from their pets. The Banfield Foundation, a nonprofit dedicated to serving pets and the people who love them, along with TV personality Sean Lowe, launched a disaster preparedness PSA campaign to help pet owners prepare for the unexpected.

MultiVu distributed the PSA nationally, along with a Multichannel News Release and placements on pet-focused radio programs to help amplify the campaign.
In late October, MultiVu completed a digital broadcast distribution highlighting a game changing influenza treatment. Due to a well timed launch prior to the holiday rush, the story was well received by the media.

1,354 Airings
509 Stations
+93k Impressions