

IN A MULTIVU MINUTE

A MEDIA RELATIONS &
DISTRIBUTION BULLETIN

NOVEMBER 2018





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SMT SPOTLIGHT



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

Notable bookings: New York, Chicago, Cincinnati, St. Louis, Washington DC, The List, NBC News Radio



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SMT SPOTLIGHT



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



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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.



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 MULTIVUSOCIAL OCT - NOV POSTS



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**Fun Fact:
We produced
30 SMTs this
month!**



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TIMELY NEWS



Banfield Pet Hospital Digital PSA Distribution

4,989 Airings, 81 Stations
+82.9k Impressions

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.

[Click here to view Banfield Pet Hospital's
Multimedia News Release.](#)





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TIMELY NEWS

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