

# IN A MULTIVU MINUTE

A MEDIA RELATIONS &  
DISTRIBUTION BULLETIN

---

FEBRUARY 2019





**IN A MULTIVU MINUTE**

A MEDIA RELATIONS & DISTRIBUTION BULLETIN

# SMT SPOTLIGHT



Photo by MultiVu

## **MILK: Love What's Real SMT**

January 23rd

Media drank up the MILK Love What's Real SMT.

This tour had a very healthy response with 24 bookings including 8 nationals and 8 top 50 TV.



**IN A MULTIVU MINUTE**

A MEDIA RELATIONS & DISTRIBUTION BULLETIN

# SMT SPOTLIGHT



## **Trulia 2019 Housing Outlook SMT**

January 10th

Secured 25 interviews in top 50 markets including Cheddar TV and Fox Business Channel.

## **Financial Fitness SMT**

January 3rd

Media showed lots of love to the National Endowment for Financial Education (NEFE) this New Year.

The numbers for the SMT tell the story:

20 Bookings including top markets Cincy, Raleigh, Norfolk, Greensboro.



Photo by MultiVu



# New Radio Options

## **KGO-AM 810**

San Francisco, CA

---

Profile – News Talk

Interviewer – John Hamilton

Show – On-The-Go with John Hamilton

Focus – Ski and outdoors buff who covers not only cool local places to check out, but great airfares and hotel deals around the world. Count on John to take listeners to whale-watching expeditions, wine country adventures, as well as exotic Mexican tours. His fun show caters to all Northern Californians with an itch to be on the go.

**Audience – 635,907**



## BIG NEWS!

The syndicated program, Daily Flash has increased their viewership.

They are now found on **273 outlets** and report an audience of **4.8 million**.





# IN A MULTIVU MINUTE

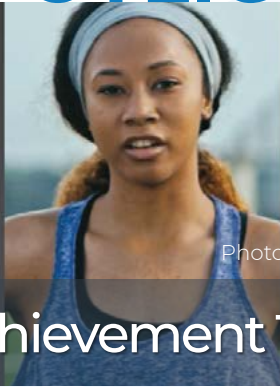
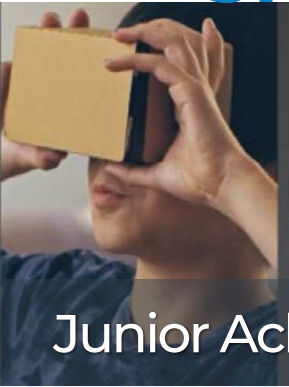
A MEDIA RELATIONS & DISTRIBUTION BULLETIN



MULTIVUSOCIAL JANUARY POSTS



## SPOTLIGHT ON



Photos by Junior Achievement

## Junior Achievement Turns 100

For their 2019 Centennial, the global non-profit youth organization Junior Achievement (JA) once again turned to MultiVu to execute their multichannel PSA campaign.

Primary work was completed between Thanksgiving & New Year's Day. Turnaround time had to be carefully managed due to all the holidays. MultiVu Team work:

- Developed a detailed timeline for JA.
- Custom designed DVD package and landing page.
- Printed and mailed hard copies to PSA Directors across the USA.
- Digitally distributed the PSA to 2,000+ stations

After only one week of distribution, the campaign has earned almost 400 airings including national cable and broadcast hits in Los Angeles, Washington D.C., Nashville, Salt Lake City and Columbus, Ohio.

[Click here to view Junior Achievement's Multichannel News Release.](#)

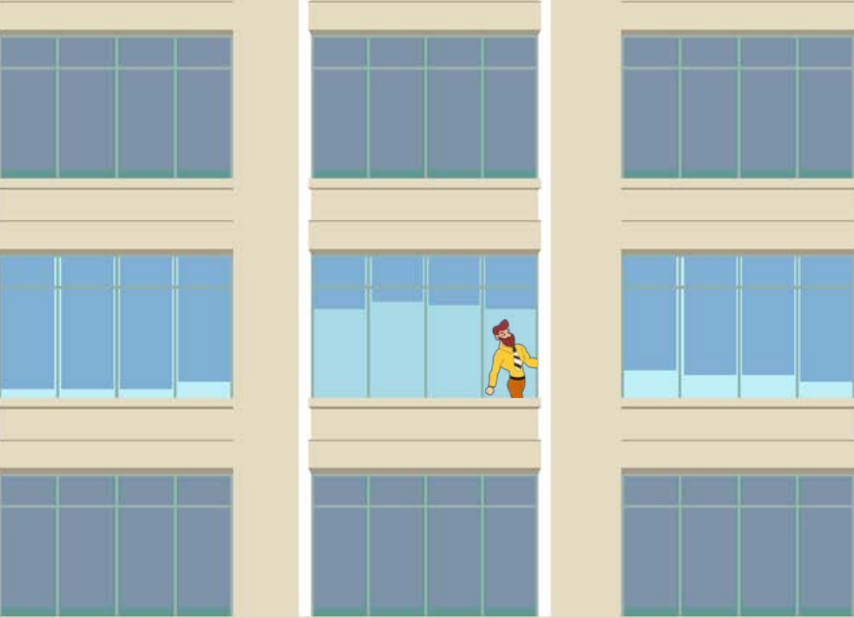




Art by Shuhui "Hugo" Zhan, Nate Garrido & William Chung









**IN A MULTIVU MINUTE**

A MEDIA RELATIONS & DISTRIBUTION BULLETIN

REMINDER

**WE'VE  
MOVED  
FROM  
350  
HUDSON**

Photo from Google Maps



**IN A MULTIVU MINUTE**

A MEDIA RELATIONS & DISTRIBUTION BULLETIN

*to*



**IN A MULTIVU MINUTE**

A MEDIA RELATIONS & DISTRIBUTION BULLETIN

**200  
VESEY  
19<sup>th</sup> Floor  
Battery  
Park City  
NYC**



— SEE YOU THERE —

Photo from Google Maps