

# IN A MULTIVU MINUTE

A MEDIA RELATIONS &  
DISTRIBUTION BULLETIN

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2019 SUMMER EDITION





# SPOTLIGHT ON



Photo credit: Smithsonian National Museum of American History / ABC News

## Smithsonian Flag Day Event June 14th

David Copperfield and the Smithsonian's National Museum of American History welcomed our country's newest naturalized citizens with a magical event on Flag Day, June 14th.

MultiVu helped hype the event by distributing pre-event video and photos to English and Spanish media nationwide. The media relations team pitched the story to the national outlets and stations in top markets.

The event video and photos were made available a few hours after Mr. Copperfield's performance. The project received over 6 million impressions.



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# RMT SPOTLIGHT



**Habitat  
for Humanity®**



**nest at home**  
The Home Décor Superstore

chico's FAS<sup>3</sup>



## **Habitat for Humanity – Home is the Key RMT**

April 4th with At Home and O-Cedar

April 11th with Nissan

April 17th with Nest

April 24th with Chico's FAS

In April Habitat for Humanity launched their Home Is The Key initiative. With 5 corporate sponsors and a range of spokespeople, our team booked 24 interviews across 14 networks throughout the month.

One corporate sponsor, Nissan, enlisted Herschel Walker – Former Dallas Cowboys running back and Heisman Award Winner – as their spokesperson, helping to bring even more buzz to this worthy cause. The end result – 67,919,049 impressions – making it MultiVu's most successful RMT to date!



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JUNE 3rd - JUNE 7th

9 Tours

2 Remotes

5 Cities

New York, Chicago, Phoenix,  
Atlanta and Los Angeles

260 Interviews

Millions of Impressions  
in ONE WEEK

Kudos to the entire MultiVu team for successfully booking, executing, and managing these tours.

This was a MAJOR undertaking. With the entire sales team and part of the CSM/Broadcast Project Management team in New York for three days, we needed MultiVu representation at every single SMT to liaise with our clients and really provide client service we are known for.

Most of all, we wanted to make it EASY for our clients and let them know they were in good hands.



# Feedback from the Frontlines

Nearly all television stations are required by the FCC or station policy to disclose sponsorship of interview, however they all choose to do this differently.

Here are a few examples from the front lines:

*“After the interview we say, ‘this interview was paid for (or sponsored) by...’ We would NOT add a chyron.”*

- WJBK-FOX Detroit



*“All of our segments either have a ‘furnished by’ and the company’s name or ‘sponsored by’ and the company’s name in a banner at the bottom of the screen during the start of the segment.”*

- WWL-CBS New Orleans

*“I typically include it in our intros... ‘Alison joins us live from L.A. thanks to (sponsor)...’ Or if we have video from somewhere, like a hospital for example, we have to verbally say it as well.”*

- WDAF-FOX Kansas City



*“We do disclosures when a product or sponsor is being mentioned.*

*We will email a disclosure form... and make that clear on the air during the segment.*

*If we’re doing something with a nonprofit or the government... that’s a little different.”*

- KRIV-FOX Houston

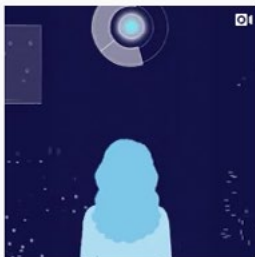
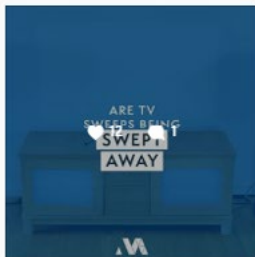
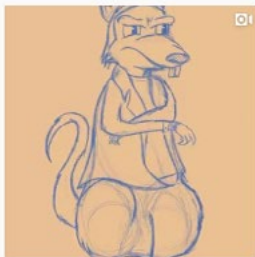
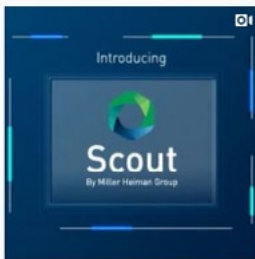
Click here to learn how radio fits into the contemporary media landscape.





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13% Streaming Audio on Tablet

16% Podcast

19% Satellite Radio

45% Streaming Audio on Smartphone

# 92% Radio

“ Radio is at the center of that universe, as it reaches more Americans each week (92%) than any other media platform. ”

“The Audio Universe”

The Nielsen Total Audio Report Q3 2018



# SPOTLIGHT ON



## KFC Digital Subway Network Union Square Placement

Photo credit: MultiVu

It's time for a finger-lickin' cool party. MultiVu helped KFC and Cheetos introduce their new crunchy creation to New Yorkers traveling through Manhattan's Union Square subway station. Running on digital screens throughout the station, the campaign urges all to try this yummy marriage at the KFC restaurant located nearby.



# SPOTLIGHT ON



Our move to TVEyes allows us to now provide streaming links for the below stations which we were not able to provide with Critical Mention.

Talk With Audrey – National

Pittsburgh Cable News Channel

KOSA – Odessa, TX

More radio top radio stations, such as WABC-AM, WCBS-FM

More Hispanic stations in the top 25 markets

We're working with TvEyes to add even more local stations for tracking.



# SPOTLIGHT ON



## Media Relations Panel

Photo credit: MultiVu

In Late Spring, MultiVu hosted three panel discussions in our New York headquarters.

MultiVu's Media Relations team held their event on June 18, 2019. The theme was News Doesn't take a Vacation: Breaking Through Breaking News this Summer and All Year Long. The panel featured members from CNBC, KPLR-CW TV/KTVI-FOX, Delaney Media Group, and América TeVé/ TNT Español.

With breaking news continually flooding stations, it can be tricky for PR professionals to navigate the terrain of today's media landscape. Therefore, crafting an effective news hook that cuts through the clutter is critical to getting your story heard.

[Click here to view highlights of Production & Media Relations' second panel \*Healthcare PR and Thinking Outside the \(Black\) Box.\*](#)



### Key Takeaways

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- **When pitching, brevity is king:** Make sure your media advisory is informative but concise to cut through the clutter. Pro-tip: If you can localize your messaging, DO IT!
- **Rules of engagement post tragedy or disaster:** Producers agree that if you have a relevant talent that can share an expert opinion on the situation at hand, pitch away!
- **Visuals help drive your message:** With shortening attention spans, stations are looking for compelling footage. Keep b-roll as unbranded as possible - that's what commercials are for.
- **Summer newsrooms are looking for content:** With far fewer producers on the clock during summer months, stations are looking for more stories to cover and welcome more SMT interviews.
- **Choose your spokesperson wisely:** Using a branded spokesperson can make a segment seem overly commercial. Working with a third-party spokesperson brings an element of authenticity to your segment.
- **Deliver the segment that you pitched:** If you're promising a minimally branded segment, stick to your word. Otherwise, the interview could either be cut short or remain on the newsroom floor.



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