

Media Tours



What is a Media Tour?

A Media Tour is a compelling and efficient way to reach media and consumer audiences with messaging around an awareness campaign, product launch, or an event.

Media Tours can be produced on-location, in-studio, or virtually and create a schedule of back-to-back television and radio interviews between a spokesperson and stations in your target markets.

Media Tours combine earned media opportunities with guaranteed placements and are followed by comprehensive reporting to document your reach.



MultiVu is a leader in the broadcast industry, producing 200+ custom satellite media tours each year, twice as many as our closest competitor.

Media Tour Packages Include:

Custom, Localized, Messaging

A [successful media tour message](#) includes topics that are tangible and relevant to local audiences, credible experts/celebrity talent, and seasonal segments. Whether your messaging is fully formed or still in the creative process, our teams at MultiVu meet you where you are to strategically develop and carry out your vision.



4-6 weeks is an ideal lead time, as it gives optimal time to finalize the message points, determine which markets are most receptive to your story, and pitch to news stations to ensure it's reaching the right audience.



Turnkey Production:

Working with MultiVu means that crucial aspects of your Satellite Media Tour (SMT), Virtual Media Tour (VMT), or Radio Media Tour (RMT) are completely handled.



Consultation

We'll work with you to refine your messaging and procure talent as needed. Oftentimes, including a bilingual spokesperson or combining TV and radio interviews can introduce your message to otherwise unattainable markets.



Notification and Media Pitching

In advance of the tour, we'll begin pitching your messaging to target TV and radio markets. You will receive continuous updates on bookings and scheduling for the morning of the event.



Media Tour Hub Distribution

Each tour comes with a Media Tour Hub landing page for hosting all your tour assets and related materials. The Media Tour Hub is distributed to Cision's US1 industry-leading network of more than 14,500 websites, media outlets, and vetted journalists for maximum exposure and engagement.



Production

We will locate and book studio/remote location space and design engaging visuals for the set. If you're working with a virtual set, we will help you transform your remote space, frame your shot, and have all required tech in place.

On the day of your tour, all technical aspects — including satellite transmission, camera operations, and production — are handled by MultiVu.



Comprehensive Reports

Some of your interviews will air the day of the tour. Most will air in the coming days and weeks, depending on whether stations prefer live, pre-taped, or tape-and-ship interviews.

You will receive ongoing comprehensive reports following your media tour, including preview links to interviews and audience data. Metrics for success vary by client priority and the purpose of each tour; many organizations measure success by number of impressions, getting into their target markets, and quantity/quality of interviews.

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