

DEALING WITH THE MEDIA, PART I : KATC-TV

(revised) August 13, 2008

Friends & Associates:

I had coffee with my friend Arte Richard (Marketing Director) over at KATC the other day, and we got to talking about **KATC's "Acadiana Calendar"** which runs throughout the day, and is used to promote events, classes, etc. for various schools, organizations, companies, et al. "Acadiana Calendar", if you didn't know, is that full-screen graphic that runs during commercial breaks, and looks like:

GRANT WRITING SEMINAR
The Brazda Building, Sophia Parkway, Lafayette
Tuesday, July 1st, 9 a.m. – 2 p.m.
257-4241 ask for Nick

Arte offered a few tips, which would A) help you get more air play, and B) help his department (total staff: 2) work a little more efficiently.

Tips:

1--- ACADIANA COMMUNITY CALENDAR (ONLINE)

*** go to the KATC website (www.katc.com) , click on "Community" header toward the right, then click on "Acadiana Community Calendar" link. You can then view community events and/or enter information about one of your own events (this includes both FUNDRAISERS and CLASSES).

--- Send Arte (or Scotty Vincent at KATC Marketing) the information at least one month (that's 4-5 weeks) out.

It takes time (sometimes up to a week) to build the proper graphics, write the script, have the announcer cut the audio, and then schedule time for the airings.

Acadiana Calendar runs throughout the day and night, between programs, and truth be Told, whenever the station needs to fill time.

2--- **Try writing your own script**, because YOU know your story and the points you want to highlight better than anyone... better than the time-crunched marketing guys at KATC do. Send that to KATC with your "Acadiana Calendar" information. The better you are at telling your own story, the more quickly he can get it on the air, the more airings you get (and he'll probably think of you and your organization in a slightly more favorable tone).

*** Arte says, **you have 19 SECONDS of audio**. So write it, read it out loud, and time it. And this is from me: make sure you read it OUT LOUD, not silently to yourself. The running time, once the announcer moves his lips and mouth, and enunciates properly, is a few seconds different from that silent read.

If I can help any of you condense the promotion of your event to 19 seconds, let me know.

3--- I suggest writing two (2) versions of your press release for *Acadiana Community Calendar (Online)*:

- (a) The brief, 19-second, bullet point version, with Who, What, When, Where, and Why;
- (b) THEN, perhaps after a couple lines of asterisks(****) to show a clear separation of content, write in all caps, COMPLETE PRESS RELEASE, at which point you attach the more extensive press release, the 1-or-2 pager, that often has data, charts, tables, quotes, history, etc.

***Here's what will happen:

- (1) Your brief, 19-second, bullet point version (or some slightly altered version) will appear in the broadcasted version of *Acadiana Calendar*;
- (2) Your longer, more comprehensive press release, will probably be copied and pasted into the Online-version of *Acadiana Community Calendar*.

EXAMPLE:

Philanthropic Gurus, Inc.
202 Nick Smiles Parkway
Lafayette, La. 70503
(337) 555-5555

(Brief Script / televised "Acadiana Calendar")

SCRIPT

Attention fundraisers!! Want to fine-tune your abilities to raise dollars for your favorite cause? Attend the free "Fundraising 101" seminar, Saturday, August 32nd, at the Philanthropic Gurus Building at 202 Nick Smiles Parkway in Lafayette. The event runs from 9 to 1; call 555-5555 to register.

BULLET POINTS

Fundraising 101
Saturday, August 32nd
9 a.m. to 1 p.m.
Philanthropic Gurus
202 Nick Smiles Parkway, Lafayette
555-5555

.....
.....
After that, follow-up with your longer version:

COMPLETE PRESS RELEASE
(Comprehensive Script/ "Online Acadiana Calendar")

"I didn't know where to start..... I hadn't the foggiest idea of how to turn America's love for 'velcro' into a multi-million dollar fundraiser for our school....."

"When my executive director said, 'Raise some dollars or hit the road', I knew I needed some help....and fast...Committees? Volunteers? Ideas?.. Which should I come up with first??.."

Questions like these told 6-month-old billionaire Nick Brazda, that he had to get involved, had to start making a difference. "It's time for me to start helping my fellow man," said Brazda. "Sure, I could just give them money. But what's the old saying about 'if you teach a man to fish' ? That's what I'll do—I'll teach worthwhile organizations how to 'fish' for dollars!!"

With that thought in mind, Brazda founded Philanthropic Gurus, a consulting business aimed at maximizing the potential of the world's many nonprofit organizations. His first step was implementation of his amazing Fundraising 101 seminar series---- a service offered to 501(c)(3) organizations at no-cost.

In only a month, Philanthropic Gurus has conducted seminars, webinars, online-in-ars, dreaminars, and already, nearly 300 nonprofits have benefited from the group's fundraising wisdom. And now, it's Acadiana's turn to reap the rewards, to learn from one of its top young minds.

*Mark your calendars for **Fundraising 101**, a free, four-hour seminar that will teach you absolutely everything you need to know about bringing in big dollars to your organization.*

Fundraising 101
Saturday, August 32nd
9 a.m. to 1 p.m.
Philanthropic Gurus
202 Nick Smiles Parkway, Lafayette
555-5555

Nick Brazda is convinced the life of your nonprofit organization will be changed for the better. "We're all in this for the greater good. We've got to do something. And Fundraising 101, I think, is a strong step in the right direction."

For further information, contact Sophia Brazda, Media & Marketing Director, at 555-5555.

O.K., that's just one, very-skewed example!! Now, on with our advice for dealing with KATC.

3--- PUBLIC SERVICE ANNOUNCEMENTS

*** KATC runs public service announcements, often pre-produced by your parent organizations. Now, they can also produce PSAs for you, but these will cost you; the fee varies depending on the amount of time and work involved.

For the running of pre-produced PSAs, contact Arte Richard or Scotty Vincent in the KATC Marketing Department;

For the production/creation of a PSA, contact Dixon Lavergne in the KATC Creative Services Department.

4--- **TICKER**

*** KATC does NOT run a ticker for events during its morning programs (It is a ticker of news headlines, but usually doesn't include an event).

5--- **GUESTS ON "GOOD MORNING ACADIANA" (5 a.m. to 7 a.m.)**

*** Go on to the KATC website (www.katc.com) , click on the "GMA" link; halfway down the page is the "GMA Guest Application" form. If they are interested and can fit you in, someone from "Good Morning Acadiana" will contact you.

*** Advice: This show, like KLFY's "Passe Patout" and "Meet Your Neighbor", can get filled up very quickly, so it's best to plan ahead (4-6 weeks, maybe more) and get that guest request in very early.

6--- **ACADIANA COMMUNITY CALENDAR (ONLINE)**

*** go to the KATC website (www.katc.com) , click on "Community" header toward the right, then click on "Acadiana Community Calendar" link. You can then view community events and/or enter information about one of your own events (this includes both FUNDRAISERS and CLASSES).

7--- **NEWS ITEMS**

***email news@katc.com

8--- CONTACT INFORMATION

Arte Richard, Marketing Director
Scotty Vincent, Marketing Consultant
KATC-TV
1103 Eraste Landry Road
P.O. Box 63333
Lafayette, La. 70596-3333
mktg@katctv.com

Best of luck. While this isn't the end-all, be-all, sure way to get your message out, I think this will help you understand what the television marketing guys are going through, and how best to help them... help you.

Scott

Scott Brazda
Executive Director
The Stuller Family Foundation
1213 Terrace Highway
Broussard, La. 70518
(337) 394-5432