

# Satellite Media Tours

Britney Spears

Tiger Woods

Mr. Food

Bill Gates

## What do these people have in common?

- 1) They are all very busy.
- 2) They all need to do television interviews.
- 3) They all know the benefits of a Satellite Media Tour!

### *"What's a Satellite Media Tour?"*

A **Satellite Media Tour (SMT)** is a means of having numerous television interviews around the country in the matter of just a few hours. They can be with national television shows (The Today Show, Good Morning America, CBS This Morning) or with local stations for their news broadcast.

SMTs are used for many purposes including:

- To promote a new movie, CDs or book
- To provide press for a sports or entertainment personality
- To discuss corporate developments and news
- To introduce a new product
- To talk about important issues like the **"Great American Smoke Out"**
- To gain indirect exposure by companies who sponsor reports like **"Mr. Gadget's Guide to the Home Show"**

The person to be interviewed can be in a studio, on location, or even at their home or office. They will listen to the interviewer via telephone using a special earpiece (IFB) and will answer questions on camera via satellite. The interviews are scheduled ahead of time, usually in 8-10 minute increments. When it is a station's turn, a telephone connection is made and it is confirmed that they are receiving the satellite feed. The interview may be done live into a show or it may be recorded for use at a later time.

Much like a **VNR** (and often coupled with a **VNR** project), notification and monitoring are recommended for a successful **SMT**. Notification in this kind of project takes on another facet, however. For an **SMT**, it needs to include the actual arrangement of the interview time slot and working with station schedules. Monitoring is much the same, however, with a special SIGMA code being embedded into the video live as it is broadcasted to the satellite. Monitoring technology picks up this signal and reports are generated for weeks after the broadcast, showing who used the interview, how much of it, and when it was used. These reports are crucial to determining the success of a **Satellite Media Tour**.



The Satellite Center Inc. offers clients a turn-key solution with **Satellite Media Tours**. Our unique relationship with venues throughout the US and their unions makes it a breeze to broadcast from these potentially difficult locations. We have the experience necessary to provide you with any aspect of your **SMT**. From scriptwriting and scheduling to production, broadcast, and monitoring, **The Satellite Center Inc.** is your "one-stop shop" for your **SMT** needs.

Contact the experts at **1-888-9CENTER x 104 (888.923.6837)** (U.S.A.) or **+859-282-2000** (Worldwide) to discuss your **SMT** project or use our convenient online booking service by [www.satcen.com](http://www.satcen.com)