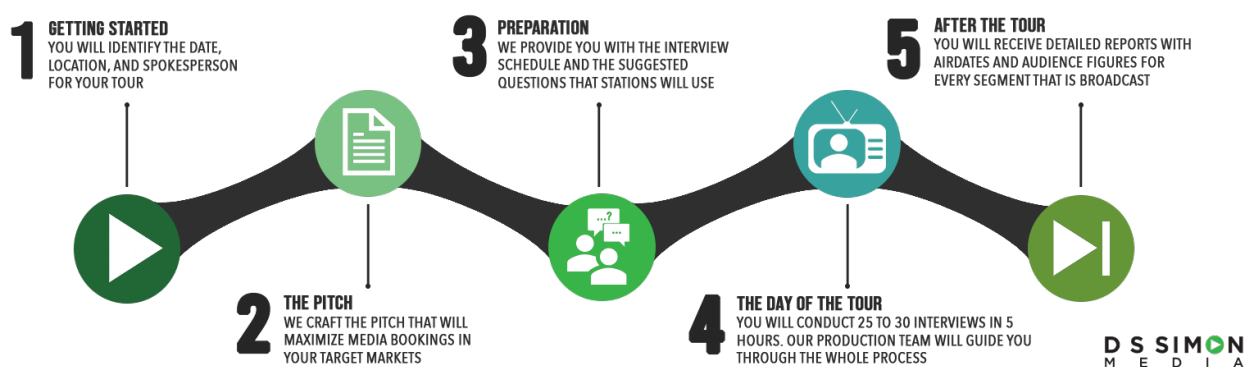


# How Does a Satellite Media Tour Work?

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## What do I need to get started?

You need to identify a **date** for the tour and a **spokesperson** that represents your organization. Think internal experts to build your brand and authenticity. You need to determine a **location** where the event will take place. It is often done from a studio but can also be done from your headquarters or other remote location that will add visual interest to the story.

## How much lead time do I need?

We could execute a media tour **as quickly as in three to four days**. Best practice, however, is to allow about three weeks to do all of the logistics, everything from media pitching to crafting the segment, to set design.

## Who develops the pitch?

**We do**, in close consultation with you. We review materials you provide, discuss concepts on a project start call, conduct our own research, and develop a draft for your approval, frequently within a day of the call.

## What markets and regions can I reach?

Satellite media tours interviews have been booked in **every media market in the country**. Depending on the news value of the story, the segments can also be placed on cable business outlets and syndicated shows. Depending on your target markets, we can also generate **specific placements in key cities** across the country.

## What will I know in advance?

You are going to know the **interview schedule** and the **questions to prepare for**. How? We provide a confirmation document to stations with suggested questions, based on how we craft the segment together. 90% of the stations use them, while the remaining may throw in a question of their own. You'll also review scripted content for narrative videos produced as part of your SMT package.

Additionally, you'll have an **opportunity for a rehearsal** in our studio in the real-world environment with our producers and media relations team available to allow for the talent to get a true feel of what the media tour experience will be like.

## What can I expect the day of the tour?

**A lot of support** from our production team, who'll **guide you through the entire day**. You'll arrive early in the morning for

makeup and conduct 25-30 interviews and recorded segments. By the early afternoon, you'll be ready to go back to work.

## **What happens after the tour? How soon can I see the results?**

On the day of the tour, you'll receive a wrap report highlighting all interviews conducted, airchecks from segments aired, and a schedule for pending airdates. Within a day, you'll receive an edit for review of a narrative video used for additional distribution. You'll receive **weekly reports of airdates and audience figures for all segments.**