

DEALING WITH THE MEDIA, PART II: KLFY-TV (August 2008)

I visited yesterday with another friend of mine, Chris Cook, who's the marketing director over at KLFY TV-10. Chris is a great guy... a fantastic videographer... and for the last year or so has been the marketing guru at KLFY. Chris also has a big heart, and understands the big picture: That we're all in this together... that it takes a village to bring about real change.

Chris and I spoke about KLFY's way of doing things, because, I figured that the things KLFY can offer you in terms of promotion, might differ from those that can be provided by KATC's marketing guy, Arte Richard. Both are strong, talented professionals, but they work for two different companies, with different management, different programs, etc...

So, you've got something like our aforementioned event:

GRANT WRITING SEMINAR
The Brazda Building, 223 Sophia
Parkway, Lafayette
Tuesday, July 1st, 9 a.m. – 2 p.m.
257-4241 ask for Nick
****Lunch will be served (brown bag for***
adults,
rice cereal & formula for Nick)

Well, Chris had this to say, which might: A) help you get more air play, and B) help his department work a little more efficiently.

Tips:

1--- KLFY has the following possibilities for you:

a) EYE ON ACADIANA

*full-screen graphic, listing the Who, What, When & Where of your event. An announcer's voice is heard.

Runs before "Passe Patout" in the morning about 3 days a week, and other times as well. It usually includes about 4 different events

within a 60-second spot.

b) PSA's (public service announcements)

* these will air throughout the day, and are often produced by the organizations themselves. KLFY can produce these, which are basically

commercials for your organization, but usually it will cost you some dollars (cost depends on length of time it takes to produce the

spot). These are usually done by Jason Millet (pronounced "mee-eh"), who is KLFY's creative services director.

c) ONLINE COMMUNITY CALENDAR

* probably the easiest of the bunch. You email Chris the press release/information, and he simply cuts and pastes it onto

the KLFY website. It can be as long as you'd like it, with as many details as you'd like to provide:

d) TICKER

*moving lines of information, seen at the bottom of the screen, listing the “bullet points” of your event) runs during “Passe’ Patout” in the morning.

e) “PASSE’ PATOUT” & “MEET YOUR NEIGHBOR” news programs

*”Passe’ Patout” is the morning program, “Meet Your Neighbor” is the noon program

Both shows provide times for guests.... Yes, actual human beings from your organizations who appear to talk about a particular

event or campaign. Contact Chris about scheduling guests.

2--- Send Chris (ccook@klfy.com) the information about your event 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.

3--- 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 KLFY do. Send that to KLFY with your “Eye On Acadiana” info. 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).

*** Chris says, **you probably have between 15-20 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 15-20 seconds, let me know.

*** You may want to try your hand at writing 2 versions of your script:

- a) a longer narrative (who, what, when, where, what it's all about, who benefits)
- b) a short bulletpoint presentation (GRANT WRITING SEMINAR... JULY 2ND SOPHIA & NICK FOUNDATION, THE BRAZDA BUILDING.... LAFAYETTE.... CALL 394-5432...)

*** Remember, these are press releases, which means, the “barebones” of your event--- WHO, WHAT, WHEN and WHERE.

As wonderful as they are, your *mission statements* and the *names of your board members* are not important for the speedy promotion of

your group's event. That kind of thing should be placed in a press kit for those who have time and desire to peruse a more in-depth description of what your group is all about.

4--- **Event-related partnerships**

Like KATC, KLFY is open to being a “media” partner or sponsor of certain events. If this happens, you get extra promotion, often with newscasts, done as “news stories”. Neither station can do “a lot” of these, but both become media partners for events throughout the year. Contact Chris (ccook@klfy.com for more info).

5---- **“E-Mail” is a better way of communicating** with Chris, especially in terms of the “Eye On Acadiana” boards and the ticker.

6--- **Need a guest speaker** from the media at your event?? Chris can provide a KLFY personality for you.

Here’s Chris’ contact information:

Chris Cook, Marketing Director
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P.O. Box 90665
Lafayette, La. 70509
ccook@klfy.com
www.klfy.com

For those of you who missed it, I’ve also attached a copy of my talk with KATC’s Arte Richard.

Good luck. Keep me posted on both your successes and frustrations.

SB

Scott Brazda

Executive Director

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