

# IN A MULTIVU MINUTE

A MEDIA RELATIONS &  
DISTRIBUTION BULLETIN

---

2019 AUTUMN EDITION





**IN A MULTIVU MINUTE**

A MEDIA RELATIONS & DISTRIBUTION BULLETIN

# SMT SPOTLIGHT



Photo credit: MultiVu

## **Purina Dog Chow & Bobby Bones** June 14th

Radio host and Dancing with the Stars season 27 winner, Bobby Bones, teamed up with Purina to discuss how service dogs are helping the men and women who have served our country. We had a stellar lineup including top markets Chicago and Denver!



Photo credit: MultiVu

## **thredUP: Replace Your Fall Wardrobe for Less** than \$200 SMT August 20th

With a custom set build by MultiVu producer, Matt Piccolo, thredUP's first SMT with MultiVu helped over 13 million people welcome the fall weather in style!



**IN A MULTIVU MINUTE**

A MEDIA RELATIONS & DISTRIBUTION BULLETIN

# SMT SPOTLIGHT



Photo credit: MultiVu

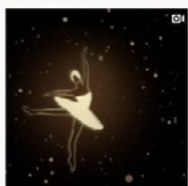
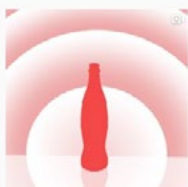
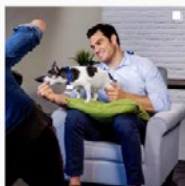
## **Second Nature: Home Wellness / Home Renovation SMT** September 13th

We all strive for wellness - both mind and body - but how about home wellness? HGTV stars and husband and wife duo, Chip & Pauli Wade shared small home updates that can have a big impact on your health to over 25 television and radio stations nationwide.



# IN A MULTIVU MINUTE

A MEDIA RELATIONS & DISTRIBUTION BULLETIN



**MULTIVUSOCIAL AUG - SEPT POSTS**

Click here to view to our Instagram Page

A background image showing a media tour in progress. A woman is seated at a table, being interviewed by a man. A camera operator is visible in the foreground, and other people are in the background. The image has a semi-transparent orange overlay.

# Update on Taped Interviews for Media Tours

Due to the plethora of tours happening in Q4, taped airings may be delayed longer than usual.

We are making every effort to obtain accurate airdates in advance when pitching, during as well as post tour. Additionally, producers/stations will at times have a backlog of taped content, so we will make every effort to encourage stations to air as promptly as is possible as well as prior to specific milestones (within awareness months, prior to Christmas, Thanksgiving and end of the year) depending on the topic.

The Media Relations team is diligently following up on all airdates and will continue to share updates as we secure them.



IN A MULTIVU MINUTE

A MEDIA RELATIONS & DISTRIBUTION BULLETIN

# SPOTLIGHT ON



## October is Domestic Violence Awareness Month

Photo credit: Banfield Foundation

To raise awareness, inspire action and help domestic violence victims and their pets find safety together, we helped the Banfield Foundation release their new PSA.

Featuring football champion, Russell Wilson and his dog Naomi, the PSA has already garnered over 15.7 million radio and 56.6 million television impressions since July.

[Click here to read all about this important PSA.](#)





# SPOTLIGHT ON



## Meanwhile in a Galaxy Far, Far Away

Photo credit: Disney

Guests were transported to Batuu at Disney's Hollywood Studios in Florida with the grand opening of *Star Wars: Galaxy's Edge*. The new attraction immerses visitors with the sights, sounds, smells and tastes of the Star Wars universe – guests can even take control of the galaxy's most famous ship at *Millennium Falcon: Smugglers Run*.

Despite going up against the latest Hurricane Dorian news, through MultiVu's curated media notification list targeting news desks and entertainment reporters, the attraction's opening received multiple mentions on national networks and in top markets including New York, Los Angeles, Chicago, Philadelphia and Dallas.



# Make it Rain, Dear

'Tis the season! MultiVu is offering a limited-time Holiday Subscription to help you *sleigh* your end-of-year business goals. The Holiday Subscription gives you access to the most sought-after perks of our full Subscription, but with only half the commitment\*.

*\*All Holiday Subscriptions expire on Dec. 31, 2019. These may only be extended by purchasing an additional, full 12-month, \$100,000+ non-holiday MultiVu Subscription.*



Click here to learn more about MultiVu's holiday subscription.







**IN A MULTIVU MINUTE**

A MEDIA RELATIONS & DISTRIBUTION BULLETIN

## CONTACT US

MultiVu, a CISION Company

200 Vesey Street,  
19th Floor  
New York, NY 10281

[multivu.com](http://multivu.com)