

Electronic Media Services

{tab=Satellite TV Tour}Television tour packages include:

- State-of-the-art Studio & Control Room (NY & LA)

- On-site Producer/Director

- Audio & TD/Video Engineer

- LD/Camera OP

- Green Room, Catering & Make-Up Artist

- Standard Lighting & Cameras

- Phone Lines & Hybrid

- 1 Beta SP Record/PB Machine

- Fiber Interconnect, Uplink & C-Band Satellite

·Early morning tours* offer 18 - 21 predominantly live interviews with network affiliate and major independent morning news shows.

* Tours can be arranged to accommodate other day-parts; however, early morning tours offer optimum live exposure.

{tab=Satellite Radio Tour}Radio tour packages include:

- State-of-the-art Teleconference Production

·On-line Producer

·Audio Engineer

·Fiber Optic/ISDN Boards

·Tours * offer 18 - 20 interviews with major market AM & FM stations and national syndicates.

* Tours can be arranged for a single day, morning drive time or other day-parts, or interviews can be coordinated over a period of 2-3 days at the client's request. Targeting of specific, niche formats can also be accommodated.

{tab=Radio News Releases}Radio News Releases

·Preparation of script

·CD/Tape production including spokesperson sound bites

·Notification to 2000+ radio stations nationwide

·Sirius Radio Cluster concentration available

·Usage report and analysis

·Average pick-up 400-500 stations

{tab=Video News Release, EPKs, B-Roll News}Video News Release, EPKs, B-Roll News & Packages

·Pitching strategy & access to satellite data base

·Fax notification to 900+ U.S. TV newsrooms, cable networks, national news feeds and regional/local news outlets

·Phone notification to 100 targeted outlets

·Phone follow-up to check early usage

·Nielsen-backed monitoring reports of verified users{/tabs}