

**MEDIA PROMOTION AND MARKETING FOR
BROADCASTING, CABLE, AND THE INTERNET**

Media Promotion and Marketing for Broadcasting, Cable, and the Internet

FIFTH EDITION

Edited by

SUSAN TYLER EASTMAN

DOUGLAS A. FERGUSON

ROBERT A. KLEIN



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Foreword

Welcome to the freshly updated, and painstakingly prepared fifth edition of *Media Promotion and Marketing*. When PROMAX agreed to support the efforts of the publisher, our overriding goal was to make certain that each edition of this book was the most relevant, up-to-date, and practical book of its kind anywhere.

Thousands of hours have been committed by the authors, with the support of scores of television organizations worldwide, to ensure that when you review this book's contents, you'll be getting the most valuable learning experience available in print about promotion and marketing in the television, radio, cable, and news media fields.

It isn't easy. The pace at which the industry sheds old technologies for breathtaking new ones is staggering. New consumer applications of entertainment technology are now sweeping the globe quickly, as our industry races to keep up with viewers. We'd like to acknowledge the generosity of the many television and media organizations that have so enthusiastically provided materials for this work.

So, welcome to your new guidebook to our world of television and the challenges of finding viewers and drawing them to channels, programs, and technologies. We hope that as you read, you'll begin to feel a passion for this global world of television and be inspired to contribute your gifts to its future.

Jim Chabin
President & CEO
PROMAX&BDA

Acknowledgments

We have many people to thank for their help in preparing this book. One group consists of previous authors whose work has been incorporated in this edition. We especially want to thank recent contributors Joseph G. Buchman of Capella University in Utah; Randy D. Jacobs of the University of Hartford; Bradley A. Moses now of WFLA in Tampa; and Suzann Mitten Owen, formerly of WTIU-TV in Bloomington, Indiana. And we welcome new contributors Mary Dickson of KUED in Salt Lake City and Gregory D. Newton of Ohio University. We also thank our reviewers Carl “Bud” Carey of Syracuse University, J. Steven Smethers of Kansas State University, Patricia Williamson of Central Michigan University, and Robert Affe of Indiana University for their practical ideas for improving this edition. We have tried to incorporate as many of their suggestions as possible — especially that the book include more illustrations.

Another group we are grateful to are those who assisted with providing insights, illustrations, and exemplars for this edition. In particular, John Miller and Andee Rosen of NBC Universal, Gloria Lee of ABC, and Steve King of CBS were enormously helpful in providing illustrations of network promotion (and getting the language for them just right). We also warmly thank Milton Hamburger of Radio-TV Services at Indiana University for his invaluable help with artwork and the technology of computer illustrations. For other illustrations (and insights), we especially thank Tom Conner of T.A.G, Dave Devlin of Devlin Design, Robert Dillon of here! Networks, Bryan Flores of Time Warner Cable, Rick Grossman of Woods TV in Paris, Melissa Herr of PBS, John Hite of Discovery, Gregg Jablonski of Oxygen, James Krause of Indiana University, Kathleen Leonard of Sci-Fi Channel, Martin MacAlpine of Disney Latino, Chris Moseley of the Hallmark Channel, Mary-Jo Osborn of CBC, Dave Perry of VH1, Julie Sbuttoni of Oxygen, Leslie Rivera of Telemundo, David Salinger of Starz, Kurt Tovey of WXIN Fox59, Julie Willis of Discovery, and many others. Although wonderful examples of promotional materials appear daily on the air, in print, and online, finding stills of items that are effective when reduced to small size in

black-and-white and obtaining formal permissions is an enormous task — fit for Sisyphus and his uphill rock-rolling.

We especially could not have managed without the aid and support of Jim Chabin and Roz McLean of PROMAX and several past and present members of the PROMAX Board of Directors. Indeed, the association's endorsement of several editions of this book has opened the doors to industry insiders and surmounted many legal barriers, enabling the multiplicity of illustrations in this edition. Moreover, PROMAX makes available the annual "State of Our Art" tapes and DVDs that are so valuable to teachers and professionals as supplements to this book. We truly appreciate everyone who helped us illustrate this edition with examples of current media promotion.

We also give especial thanks to our publisher, Amy Jollymore of Focal Press, our production editor, Dawnmarie Simpson, and our copyeditor, Terri Morris, all of whom worked hard to put this edition together. And we thank the many students, teachers, and practitioners who use this book.

Susan Tyler Eastman

Douglas A. Ferguson

Robert A. Klein

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