

Mass Media Bonus

This is a technique I use to get my sites national exposure. First you have to have a site with some substance, age and helpful information. Once you have a site that meets this criteria you do start the campaign.

The idea behind this is to contact every news affiliate station in the country. The sites we want to target are NBC, CBS, ABC and Fox affiliate news stations.

When we contact these stations we want to do so via email either sent directly to the editor/news room or submitted through a contact form on the news station website.

Write up an email promoting your site and talking it up. Be sure to include a catchy headline/subject that will get read. In the body try and keep the sales pitch or content down to 300-400 words.

Once you have a decent pitch email ready, just copy and paste to every email or contact form on the appropriate site.

Here are the lists of news station affiliates nationwide.

- **NBC**
 - http://en.wikipedia.org/wiki/List_of_NBC_television_affiliates_by_U.S._state
- **CBS**
 - http://en.wikipedia.org/wiki/List_of_CBS_television_affiliates_by_U.S._state
- **ABC**
 - http://en.wikipedia.org/wiki/List_of_ABC_television_affiliates_by_U.S._state
- **FOX**
 - http://en.wikipedia.org/wiki/List_of_Fox_television_affiliates_by_U.S._state

Now go through each list by state and start your submissions.

Just click on the station (see below)



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List of Fox television affiliates (by U.S. state)

From Wikipedia, the free encyclopedia

The **Fox Television Network** is an American television network made up of 25 owned-and-operated stations and over 175 affiliates. The affiliates, arranged alphabetically by state, and based on the station's *city of license* and followed in parentheses by the *Designated Market Area* than the city of license. There are links to and articles on each of the stations, describing their local programming, hosts and technical broadcast frequencies.

The station's advertised channel number follows the call letters. In most cases, this is their *virtual channel* (PSIP) number.

Stations listed in **boldface** are owned and operated by Fox.

United States

[edit]

Alabama

[edit]

- Birmingham - **WBRC-TV 6**
- Huntsville - WZDX 54
- Mobile - WALA-TV 10
- Montgomery - WCOV-TV 20
- Ozark (Dothan) - WDFX-TV 34

Alaska

[edit]

- Anchorage - KTBY 4
- Fairbanks - KFXF 7

Arizona

[edit]

- Phoenix - **KSAZ-TV 10**
- Tucson - KMSB-TV 11

Arkansas

[edit]

- Fort Smith - **KFTA-TV 24**

1 United States	Cc
1.1 Alabarr	
1.2 Alaska	
1.3 Arizona	
1.4 Arkans:	
1.5 Califor	
1.6 Colora	
1.7 Conner	
1.8 Delawa	
1.9 District	
1.10 Florid	
1.11 Georg	
1.12 Hawa	
1.13 Idaho	
1.14 Illinois	
1.15 Indian	
1.16 Iowa	
1.17 Kans:	
1.18 Kentu	

Then click on the station website (see below)

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Birmingham, Alabama

Branding	Fox 6 (general) Fox 6 News (newscasts)
Slogan	<i>On Your Side</i>
Channels	Digital: 50 (UHF) Virtual: 6 (PSIP)
Subchannels	6.1 Fox
Owner	Raycom Media, Inc. (WBRC License Subsidiary, LLC)
First air date	July 1, 1949
Call letters* meaning	Bell Radio Company (original owner of WBRC radio)
Former channel number(s)	Analog: 4 (1949-1953) 6 (1953-2009)
Former affiliations	NBC (1949-1954) CBS (1954-1961) ABC (1949-1996, secondary until 1961) DuMont (secondary, 1949-1953)
Transmitter	1000 kW (digital)
Height	373 m (digital)
Facility	71221
Transmitter coordinates	 33°29′21.2″N 86°47′56.1″W
Website	www.myfoxal.com/ 

[edit]

[edit]

On July 1, 1949, on channel 4.^[1] It was a primary NBC affiliate, and also carried CBS and DuMont. It was Alabama's second television station, signing on a few months before WVTM-TV (now WVTM-TV). During the late 1950s, the station was also briefly affiliated with the

station was owned by Eloise D. Hanna and her Birmingham Broadcasting Company along with the station's call letters stand for Bell Radio Company, after J.C. Bell, the founder of WBRC-TV. The station was moved to channel 6 as part of an FCC-ordered frequency realignment. This move was to avoid interference with WSM-TV (now WSMV) in Nashville, which also operated on channel 4. The respective signals suffered from interference problems in northern Alabama.

The station was also sold the WBRC stations to Storer Broadcasting. George B. Storer, the founder of the company, was a member of the CBS board of directors, and most of his stations operated under his name. He used his leverage to secure a primary CBS affiliation for WBRC-TV in 1954. The station moved to channel 13, then known as WABT, and both stations retained a secondary affiliation with CBS. The station moved to a new studio built by Storer, where channel 6 remains today. The building, designed by Storer, resembled an antebellum mansion. Unusually for commercial television, it carried educational television, and the company gave two transmitters and frequencies in the general Birmingham area (channels 7 and 13).

Now just find the news room contact information or the website submit form and start sending out pitches for your website.

If you do it right you'll definitely get some kind of exposure. At times you'll get bounce backs or replies to purchase advertising space on the news station website. You can just ignore these as it's a numbers game and all we are looking for is free publicity. Tweak your pitch emails and you will see great results.