

NBN Broadcast Co-op tours provide a multi-platform approach to disseminate your messages in an interview format directly to targeted media outlets and consumers through earned and secured TV, radio and online distribution channels. Given our media tour experience and strong relationships with media outlets as well as access to top spokespersons, our Co-op tours are designed to provide the most value and viewers for your PR video dollars and the best ROI in the industry - just check out our media tour [success rates](#).

NBN Co-op Media Tours Feature:

- Four-hour SMT/RMT/OMT
- Qualified spokesperson secured for all of the Co-op tour broadcasts
- Fully staffed broadcast studio including staging and lighting, satellite space with uplink
- Co-op project manager to facilitate the Co-op process
- Story consultation, pitch crafting and strategizing with our media relations experts
- Two booking teams for each SMT and RMT/OMT
- Participation is limited to three to five sponsors per Co-op and is determined based on availability and the news value of the product message.
- Virtual Green Room available – watch live webcast of the tour from your computer
- Make-up professional
- Catering provided

NBN Co-op Media Placement:

- National Radio News Release for both earned and secured strategic airplay
- Recording at the tour of a generic NewsBreak segment for guaranteed strategic placement on *News Update*/ION Network and *Made In Hollywood*, reaching a combined audience of over 7 million impressions. Additional media placement options available for additional charge
- SEO and social media enhanced Electronic Press Kit containing downloadable video, audio and print materials from the tour available to the media and general web audience in broadcast quality through our multimedia content portal, [NewsInfusion.com](#)
- EPK features web-friendly NewsBreak recorded at tour and distributed across our syndication network to 100+ online video portals, RSS aggregators, and social sharing sites
- Audio and video podcasting of the generic interview segment

NBN Co-op Media Coverage Report:

Media monitoring by Critical Mention. Station airchecks also available upon request for an additional charge. First report within 24 hours of the tour with updated reports sent weekly with viewership figures based on verified Nielsen data. [Contact NBN for sample Co-op report](#)

Co-op tours on average earn 15 to 25 broadcasts on local and national television, radio and online outlets or stations across the country

Don't see the tour you were looking for? No problem. Customizable Co-ops available upon request. [Contact us to discuss options and availabilities, or request more info about upcoming Co-ops](#)

NBN 2012 Co-op Media Tour Editorial Calendar:

Co-op Calendar for January – December 2012: **Available Now**

[Contact us for more info on specific Co-op tours](#), request pricing or to secure a spot

Please note, Co-op calendar and spokespersons are subject to change

TITLE	TENTATIVE SPOKESPERSON	DESCRIPTION OF TOUR	POTENTIAL PRODUCTS	LOCATION	TOUR DATE	DEADLINE
2012 Health and Wellness Tips	Bahar Takhtehchian, Senior Associate Lifestyle Editor at SHAPE	Tips for increasing your health and wellness in the coming year	Health foods, wellness products, workout gear, cold & flu medicines, vitamins, supplements, sleep hygiene products, etc	NYC	Jan-12	Dec-11
Financial Wellness Month: How to Make-Over your Career and Increase Your	Career trend expert, Lindsey Pollak	The top tips for making 2012 your year for finding your true calling, increasing your business, and stepping up your career karma	At-home or small business tools, online services, computer software, office supplies, networking events, etc	NYC	Jan-12	Dec-11

Business						
Winter Beauty Tips	Eleanor Langston, Beauty Director at FITNESS	How to survive the winter weather and look your best	Beauty products, make-up, skin care products, hair care products, vitamins, etc.	NYC	Jan-12	Dec-11
Super Bowl Parties 101	Lifestyle expert, Jeanne Benedict	How to be the MVP at your Super Bowl party	Food, beverages, pizza delivery, decorations, TVs, entertainment centers, coolers, etc	NYC, Chicago or LA	Jan-12	Dec-11
Happy Healthy Family	Editor from Family Circle	Tips for ensuring that you and your family are happy and healthy	Healthy foods, beverages, supplements, sleep hygiene products, organizational tools, etc	NYC	Feb-12	Dec-11
How to Spread Your Love on Valentine's Day	Editor from STAR	Authentic ways to show your love and have fun this Valentine's Day with ideas for your main squeeze, your kids, our friends, or your big crush!	Monogrammed gifts, jewelry, flowers, gourmet treats, wine, champagne, spa gifts, dinner and a movie, music, books, board games, lingerie, hand-made cards, etc	NYC	Feb-12	Jan-12
The Singleton's Guide to Valentine's Day Fun!	Beauty expert Mickey Williams	Even if you don't have a main squeeze, that doesn't mean you can't celebrate the love in your life! We'll offer tips for "lovin' life" on Valentine's Day this year!	Beauty products, hair care, fashion accessories, online dating services, florists, gourmet goodies, wine, etc	NYC	Feb-12	Jan-12
Spring Break Travel Tips	Travel expert Kendra Thornton	How to find the best deals for spring break and summer travel plans	Travel websites, hotels, vacation packages, luggage, travel accessories, etc	NYC or Chicago	Mar-12	Feb-12
National Nutrition Month	Editor from FITNESS	Tips for increasing your health through nutrition	Health foods and beverages, bottled water, grocery stores, etc	NYC	Mar-12	Feb-12
Awards Season - Red Carpet Looks	Editor from FITNESS or STAR	Style secrets, fashion finds, and workout tips to get red carpet ready from head to toe	Apparel, accessories, make-up, hair care, skin care, workout equipment, etc	NYC	Mar-12	Feb-12
Reducing Tax Season Stress	Financial expert, Farnoosh Tobani	How to reduce the stress of tax time, utilizing resources and making the most out of your tax return	Tax services, stress reducers, etc	NYC	Mar-12	Feb-12
Kid-Friendly Healthy Foods	Shape Up Mom, Kathryn Sansone	Simple snacks and tasty treats that are nutritious and delicious	Health foods and beverages, grocery stores, restaurants with healthy kid's menus, etc	NYC	Apr-12	Mar-12
Spring Fitness	Editor from MEN'S FITNESS OR SHAPE	Change the way you think about your body to take charge and get in shape this Spring	Diet programs, health foods, beverages, fitness gear, workout DVDs, vitamins, yoga studios, etc	NYC or Chicago	Apr-12	Mar-12
De-clutter Your Life	Lifestyle expert, Terri Trespicio	Spring cleaning tips to detox your house and streamline your clutter in every area of your home	Home improvement stores, hardware stores, paint, tools, restoration productions, fabric stores, garden stores, organizational tools, cleaning products, etc	NYC	Apr-12	Mar-12

Earth Day/Green Living	Editor from NATURAL HEALTH	How busy moms can make small changes that make a big difference when it comes to green living. Also tips on how to de-clutter and organize every room in the house in a few easy steps	Eco-friendly products, recycling programs, composts, green cleaning products, sustainable goods, storage products, home improvement products, even apps and tech products to help get families organized, etc	NYC	Apr-12	Mar-12
Congratulations! You Graduated- Now What?	Career trend expert, Lindsey Pollak	Tips for recent grads to land a job and take control of their career and finances	Networking websites, consulting companies, online banks, online budgeting software, etc	NYC	Apr-12	Mar-12
Pampered Pets	Pet Lifestyle Expert, Kristen Levine	The latest products for your furry friend to help keep them healthy and happy for years to come	Pet food, pet hair products, pet travel gear, pet accessories, etc	NYC	Apr-12	Mar-12
Skin Cancer Awareness Month	Eleanor Langston, Beauty Director at FITNESS	Skin cancer is almost always preventable, yet there were more than 1 million new cases reported last year. Learn how to protect yourself and your family with the latest products	Sunscreen, sun glasses, UVA/UVB protected clothing, UVA/UVB detergent, umbrellas, self-tanners, etc	NYC	May-12	Apr-12
Cinco de Mayo	Lifestyle expert Evette Rios	Celebrating Cinco de Mayo with a twist!	Mexican foods, beverages, decorations, cookbooks, etc	NYC	May-12	Apr-12
National Asthma and Allergy Awareness Month/ Clean Air Month	Nationally recognized expert on asthma & allergic diseases, Dr. Floyd J. Malveaux	How to reduce indoor and outdoor allergy and asthma symptoms and increase your overall wellness	Air purifiers, cleaning products, storage containers, bedding, washing machines, pet hair cleaning products, allergy medicines, asthma medicines, etc	NYC	May-12	Apr-12
Get Bikini Body Ready	Editor from SHAPE	Summer is almost here and that means it's time to don that dreaded swimsuit. Although it can be intimidating, with the workout tips, swimsuit make-over, and healthy food choices, you'll be ready for beach blanket bingo!	Health and wellness products, fitness gear, workout equipment, swimsuits, sun glasses, vitamins, skin care, hair care, make-up, sunscreen, self-tanner, etc	NYC	May-12	Apr-12
Mother's Day	Lifestyle expert Alison Deyette	Show mom that her unconditional love means the world to you with gifts that make her feel like the hero she is	Perfume, spa gifts, jewelry, tea, gourmet treats, maid service, vacation packages, apparel, accessories, etc	NYC	May-12	Apr-12
Memorial Day – Kickoff to Summer	Lifestyle expert Jeanne Benedict	Get summer cooking with bbq, backyard and beach gear	Grills, food, beverages, beach gear, coolers, outdoor speakers, outdoor furniture, garden tools, sunscreen, etc	NYC	May-12	Apr-12

Manly Make-overs	Expert from MEN'S FITNESS	The best products for men that are easy, quick, and painless to go from average Joe to main squeeze!	Men's skin care, hair care, nail care, apparel, shoes, workout gear, etc	NYC	May-12	Apr-12
Father's Day	Online shopping guru, Michelle Madhok	The journey of fatherhood and all its joys! Show dad how much you love and appreciate all he does	Games, camping gear, sports equipment, books, music, etc	NYC	Jun-12	May-12
Summer Looks for Less	Lifestyle expert Alison Deyette	Get the look of the season on a shoestring budget that flatters your figure and your wallet	Apparel, accessories, make-up, hair care, skin care, workout equipment, etc	NYC	Jun-12	May-12
National Home Safety Month	Child safety and health expert, Debra Smiley Holtzman	Even with all the planning and precautions in the world, accidents can happen. Learn how to best protect your family and enjoy some summer fun	Batteries, fire alarms, smoke detectors, first aid kits, band aids, flash lights, GPS units, walkie talkies, alarm system, etc	NYC	Jun-12	May-12
National Men's Health Month	Editor from MEN'S FITNESS	The top tips for men to stay in shape and increase their overall health and wellness	Health foods, beverages, vitamins, workout equipment, sporting goods, stress management, etc	NYC	Jun-12	May-12
Wedding Bells	Lifestyle expert Alison Deyette	Discover your wedding "personality" and how to express it in unique and affordable ways	Florists, wedding gowns, bridesmaid dresses, tuxedos, jewelry, hotels, destination resorts, wedding registry websites, hair products, make-up, shoes, etc	NYC	Jun-12	May-12
Family Summer Fun	Shape Up Mom, Kathryn Sansone	Get the whole family in on the action with family game nights, sporting activities, cook-offs, and more	Foods, beverages, board games, Wii games, Kinect games, sporting goods, movies, etc	NYC	Jul-12	Jun-12
Summer Entertaining/4th of July	Lifestyle expert, Jeanne Benedict	Nothing says summer like 4th of July so break out the bbq, beach volleyball, and sparklers. Everything you need to know to make your 4th of July celebration or summer get-together sizzle	Grills, food, beverages, decorations, cooking gadgets, bbq sauces, outdoor furniture, gardening tools, lawn games, hammocks, pool accessories, etc	NYC	Jul-12	Jun-12
Aging with Grace	Beauty expert, Mickey Williams	How to look and feel your best over 40 with the best exercises, diets, make-up, hair care, skin care, wellness programs and stress reducing activities	Health and wellness products, fitness gear, vitamins, health foods, skin care, hair care, make-up, online support groups, etc	NYC	Jul-12	Jun-12
Drugstore Beauty Buys	Eleanor Langston, Beauty Director at FITNESS	Navigate through all the beauty products out there and find the best ones on a budget	Drugstore brands, make-up, hair care, skin care, nail care, sun screen, etc	NYC	Jul-12	Aug-12

Summer Car Care-Road Trip Safety	Automotive safety expert, Lauren Fix	Hit the road in style this summer with the latest car accessories, travel gear, and safety tips for fun family road trips	GPS tools, car accessories, travel gear, car repair kits, services centers, tires, etc	NYC	Jul-12	Jun-12
Back to School Essentials	Editor from Family Circle	All the must-haves for heading back to class with tips for making it easy, painless, and even fun for everyone	School supply stores, discount stores, organizational tools, apparel, backpacks, shoes, jackets, gadgets, computers, etc	NYC	Aug-12	Jul-12
Back to School Nutrition	Editor from Family Circle	Budget-friendly meals that are quick, easy and delicious as well as healthy living tips for getting the kids back to school	Kid-friendly foods, beverages, food storage containers, coupon programs, etc	NYC	Aug-12	Jul-12
The Cost of Education: Financial Literacy for College Students	Financial expert Farnoosh Tobani	Tips for getting college students financially fit by learning how to manage their money, reduce debt and tips on how to finance college education in today's economy	Online savings banks, debit cards, investment companies, financial aid programs, savings programs for students, student loans, text books, student discount programs, etc	NYC	Aug-12	Jul-12
Fall Fashion and Beauty Trends	Stylist, Sarah Shirley	How to look like a million without this fall with tips from head to toe	Apparel, accessories, shoes, make-up, workout equipment, etc	NYC	Sep-12	Aug-12
Tailgating Season	Lifestyle expert, Jeanne Benedict	The best of the game! From brats to baked beans, portable grills, to stadium jackets, all the necessary items for tailgating season-even at-home tailgating!	Hot dogs, bratwursts, sausages, hamburgers, baked beans, snacks, beverages, coolers, game gear, etc	NYC	Sep-12	Aug-12
Halloween Tricks, Treats & Safety Tips	Lifestyle expert, Evette Rios	Tips for creating a ghoulish holiday from decorations, costumes, and candies while staying safe	Craft stores, baking goods, candies, decorations, flash lights, batteries, etc	NYC	Oct-12	Sep-12
Breast Cancer Awareness Month	Editor from SHAPE	Show your support! A guide to companies and products that give back to the fight against breast cancer	Any company that donates proceeds to breast cancer causes	NYC	Oct-12	Sep-12
Diabetes Awareness Month	Author and health entertainer, Theresa Garnero	For the over 17 million Americans living with diabetes, managing their disease means constantly monitoring blood sugar, watching their diet, and getting enough exercise. Learn about the latest tools for living with diabetes and lifestyles changes to help control or even reverse your diabetes	Blood sugar monitors, diabetic foods, online tools and resources, drugstores, diabetic foot cream, sugar free foods, support systems, exercise equipment, cookbooks, etc	NYC	Nov-12	Oct-12

Holiday Travel	Travel expert, Kendra Thornton	How to make going over the river and through the woods less stressful this holiday season. Also tips on planning destination holidays and even tips on giving the gift of travel	Hotels, airlines, travel accessories, luggage, travel websites, car rental, travel insurance, etc	NYC	Nov-12	Oct-12
Holiday Entertaining	Lifestyle expert, Evette Rios or Jeanne Benedict	Learn some tricks and tips to host the most festive holiday parties this year that won't cost you a lot of time or money	Food, beverages, decorations, kitchen gadgets, craft stores, coupon programs, invitations, cleaning products, etc	NYC	Nov-12	Oct-12
Planning for Retirement	Financial expert, Farnoosh Tobani	How to prepare for retirement when it comes to finances, lifestyle and relationship changes at this new stage in life	Retirement programs, financial companies, retirement communities, aging products, etc	NYC	Nov-12	Oct-12
Black Friday/Cyber Monday	Online shopping guru, Michelle Madhok	How to navigate the best deals and stretch your dollars this holiday season	Retail stores, online stores, coupon codes, etc	NYC	Nov-12	Oct-12
Holiday Shopping Guide	Lifestyle expert, Sarah Shirley	The must-haves of the season for everyone on your list	Gifts for him, her, the kids, the pets, etc	NYC	Nov-12	Oct-12
Reducing Holiday Stress	Editor from FITNESS	How to stay focused on the joys of the season and let go of the stress	Health and wellness products, fitness gear, vitamins, health foods, etc	NYC	Nov-12	Oct-12
Winterize Your Diet	Editor from FITNESS	How to out-smart the bitter cold temperatures so that winter doesn't wreck havoc on you hair, skin, nails, or your fitness routine	Hair care, skin care, nail care, make-up, shave gels, sun screen, workout equipment, etc	NYC	Dec-12	Nov-12
Winter Car Care	Automotive safety expert, Lauren Fix	Quick and easy tips for winterizing your car and keeping you and your family safe on the winter roads	GPS tools, car accessories, travel gear, car repair kits, services centers, tires, etc	NYC	Dec-12	Nov-12
New Year's Celebration	Lifestyle expert, Alison Deyette	From décor to designers duds to decadent treats, your guide to everything you need to make New Year's fabulous	Gourmet foods & beverages, apparel, accessories, party decorations, restaurants, car services, destination packages, etc	NYC	Dec-12	Nov-12