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Coverage Options

WICU 12 News

5:00 – 7:00 AM – 12 News Today
 12:30 PM - 12 News at 12:30
 5:00 – 6:30 PM – 12 News
 11:00 PM – 12 News

SEE News

6:00 – 7:00 AM – SEE News Mornings
 12:00 PM – SEE News at Noon
 6:00 PM – SEE News
 10:00 PM – SEE News on the CW
 11:00 PM – SEE News

Appearing on Both Stations

Weekends Now 6:00 /11:00 PM
 The Insider, with Scott Bremner

DO:

- ✓ Ask Yourself -What Do I Want?
- ✓ Ask Yourself – Is My News Release Complete?
- ✓ Ask Yourself – Have I Sold It?
- ✓ Contact More Than One Person
- ✓ Develop Relationships
- ✓ Follow Up Reminder – Call or Email

DON'T:

- × Wait Until It's Too Late
- × Play Media Contacts Against Others
- × Give Up Control of Your Own Story
- × Burn Bridges – Create Adversaries
- × Wear Out Your Welcome
- × Forget Visual Medium