



15 NEWS COVERAGE REQUEST

For processing, send coverage request form to Lisa Hawkins at lhawkins@cityofsouthfield.com

Name _____ Application Date _____

Department & Division _____

Phone Number _____ Work _____ Cell _____

Type of Production: (meeting, lecture, live event, documentary, etc.) _____

Program Description _____

Day _____ Date _____ Time _____ Location _____

How many people will be involved? (Talent) _____

Segment Application: (Feature Story, News Hit, Planning Ahead or Bulletin Board item) _____

What are your audio/visual needs (lights, mike, slide projector, screen, light pointer. P.A. support/system)?

*See online request for equipment requests and attach to this form (found in L-Drive folder)

List all _____

Will other departments (P&R, Facilities) or outside contractors be involved--(Audio/P.A., lighting, staging, etc.)

List contact name & phone # _____

Proposed length _____ **AUTHORIZATION** _____

COVERAGE REQUEST GUIDELINES

We thank you for your formal interest in requesting Southfield's City Cable 15 News to cover your event. We take great pride in the quality level of our programming and ask that you keep these thoughts in mind when filing a formal coverage request with us.

QUESTIONS TO CONSIDER

- (1) Is the topic relevant and of INTEREST to our viewers?
- (2) Is there a FRESH ANGLE to the event, especially if it has been covered in the past?
- (3) Is the event TIME-SENSITIVE or can it be used or aired throughout the year?
- (4) Can the event be videotaped on the Southfield campus or will it be an ON-LOCATION shoot?
- (5) Have you selected WHO you want to appear on-camera for interviews?
- (6) Will the location of the shoot have natural LIGHTING or will the 15 News staff have to bring its own artificial lighting equipment?

SPECIAL REMINDER: Due to tight time constraints and limited staffing, 15 News Coverage Request Forms must be received by 15 NEWS personnel at least 7-10 days before the event.

Social Media Engagement

Many of the groups and subjects that we cover ask how they can thank us for our commitment to putting together stories and productions on their endeavors and what will help to ensure that we produce follow-up pieces and stories. Please be mindful that we base much of our follow-up stories on comments and feedback that we get off of our social media pages (Facebook, YouTube, Twitter, etc). We request that you go to our social media pages (**Facebook – Southfield Cable 15; YouTube – SfdCable15; Twitter – SouthfieldCable**) and leave comments, feedback and observations. That is the barometer we use to schedule and produce follow-up pieces on you, your events and organization. Please make sure you have signed up and will leave feedback on the following pages:

SOCIAL MEDIA CHECK LIST

_____ Facebook (Southfield Cable 15)

_____ Twitter (Southfield Cable)

_____ You Tube (SfdCable 15)

_____ Miscellenous (4-square, etc)

FOR DEPARTMENT USE ONLY: Producer/videographer assigned _____

Confirmation with client _____

Crew Members/videographers/voiceover talent _____

1 _____ 4 _____

2 _____ 5 _____

3 _____ 6 _____

Flyers needed _____ (Any additional print/electronic collateral?) Y ___ N ___

Edit completion date _____