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Promoting Your Business on Cable Access TV

By Carolyn Moncel

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"Don't knock it until you've tried it." That's what I told a political opponent's campaign manager when he laughed at me for using cable access television as part of my communications strategy. Unfortunately for him, he would learn too late what I already knew -- that implementing this medium into any communications strategy (political or otherwise) is a pretty good idea, and can reap tremendous benefits.

A few years ago, I took a break from public relations to work on my first local city council race. The candidate was actually my older brother, a person very active in his community but felt it was time to do more in the realm of public service. So he decided to run for office.

From the beginning we both knew that one of the biggest problems he would face, as a first-time candidate, would be how to gain name recognition. One of the ways in which we planned to circumvent the problem was by integrating the use of cable-access television into our communications strategy.

Yes, cable-access television! I know it sounds strange, and the old Wayne's World skits from Saturday Night Live must certainly come to mind. In fact, most small-business owners do chuckle at the mere mention of the medium, but what they often don't realize is that many of the same media strategies used in political campaigns can and are regularly implemented to promote small-business owners and their company services. Here's what you should know in order to take full advantage of this often under-used medium.

Respect Cable Access Hosts as Potential Customers

Sure, many cable access hosts are just ordinary citizens who want an outlet for expressing their views, but many of them also have prominent professional careers. No matter what their backgrounds happen to be, don't they also represent potential customers? You bet, and by appearing on their shows, you get a chance to describe your business in plain speech, talk directly to your customers and also

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practice doing interviews.

Contact Cable Access Hosts Early

Each cable outlet is different but most only allow hosts to produce a limited amount of shows so that everyone gets an equal chance at exposure. But, did you know that you can also use this information to prevent your competitor from appearing on future shows? Here's an example of how we did it.

During the campaign I was able to book my candidate on five of the eight available shows devoted to political issues. By the time our opponent's campaign manager discovered our plan, it was too late to get a booking because the production schedule had ended for the quarter — a mere 60 days before the election. The cable access shows really served as an electronic billboard for us, allowing our candidate to appear on television twice per day on each access station for two solid months. Potential voters saw our candidate 112 times on television, which made him quite recognizable on the street.

Consider the Cable Access Host a Member of the Media

Research each show's topic to make sure you and your company's services offer the proper fit, and then pitch story ideas. Follow up with them regularly and prove that you are a great expert to have on the show. Provide the hosts with media kits, adhere to their deadlines, answer their questions immediately, and take the time to find out how they would like to be contacted. These are all the normal steps you'd take with any other journalist.

We lost the election, but the use of cable-access television helped to keep the race close until the very end. More importantly, well-established political incumbents began to take notice at what we had achieved. Appearing on cable-access television was no longer taboo, and many of them now have their own shows. They now see the value in using cable-access television to get their messages out to their constituents — a communications medium that has always been available to them for free.

The bottom line here is this. There really aren't very many differences between promoting a small-business owner and a political candidate. Each can achieve favorable results simply by properly executing their messages. And while it is true that we are a nation of channel flippers, most people will and do stop — on occasion, to listen to guests on cable-access television. Furthermore, you'd be surprised by just how many of them do act on what they have seen.

So don't get angry the next time a business competitor laughs at you for appearing on cable access television to promote your services. Just tell them the same thing I did, and take comfort in knowing that your competitor will likely learn too late that cable-access television can be an excellent way of introducing small-business services to potential customers in your town.

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Satellite TV: Discovering The Wonders Of Modern Television

By Robert Thatcher

Since the creation of information technology, many remarkable things are gradually taking its technological advancement in an exceptional rate. Take for example the way television operates these days.

>From the time cable television was launched, many tech-savvy geniuses are continuously looking for ways to compensate the growing demand of the market. Hence, they have created the so-called satellite TV.

And from the time this new technology was established in the market, the satellite TV is significantly making the cable television a run for their money.

Basically, satellite television works through the use of satellites, particularly communication satellites. These satellites are the ones responsible in delivering more television shows all over the world. It has wider reach compared to the cable television because it is not restricted and dependent on "terrestrial signals."

Contrary to most popular beliefs, the use of satellite television is not actually new to this world. Its first discovery was in 1962 when the television signal was transmitted to the Telstar satellite from Europe, passing over North America.

However, the proliferation of satellite television only started in the modern world because of the continuous increase in the cable television subscription. Also, the lack of cable TV providers in some places of some countries prompted the consumers to opt to satellite TV.

The Technology

Basically, satellite television works just like any cable television that generates signals. The only difference is that the satellite television uses either geostationary orbit of about 22,300 miles way over the earth's equator or through extremely oblique position with steepness of more or less 63.4 degrees with an "orbital period" of almost 12 hours.

However, some people still contend that cable television works better than satellite TV. This, in turn, created an endless debate on these two giant monsters in the world of broadcast media.

Hence, for those who wish to know if satellite TV is really a better choice over cable television, here is a list of some of its benefits over cable TV:

1. Quality

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Satellite TV has better reception signals than cable television. Hence, it creates better quality of viewing. This is based on the theory that cable television has inadequate "bandwidth." For this reason, it creates poor quality of signal reception.

On the other hand, satellite TV use digital signals, which creates better quality of images and sound

coming from the station. In fact, some experts contend that images seen on a satellite TV have 2 to 3 times better resolution than the cable television.

2. More stations

Cable televisions usually have limited number of channels. This is due to the fact that cable television providers operate upon subscription. If a certain channel is no longer included in the subscription list, then, the viewer will not retrieve that channel.

On the other hand, satellite TV has more digital stations. This is because most of the channels taken from the satellite are transmitted directly by the television stations to the satellite, and from here, the stations are distributed to every home with satellite disc mounted on their roofs.

3. More access

The best thing about satellite television is that the subscribers can actually access any channels wherever they may be. This means that even if they are in the most remote part of the world, they can get access on the channels and watch their favorite TV show.

Indeed, it is pretty obvious why most people prefer satellite TV to cable television. However, only one thing is certain. Satellite TV will definitely cost more than cable television.

Nevertheless, even if it will even cost a million, as long as it provides quality pictures and resolutions, then, it is worth paying for.

Robert Thatcher is a freelance publisher based in Cupertino, California. He publishes articles and reports in various ezines and provides satellite TV resources on

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