

13.5: TV

Another important element of the launch campaign was the *television spot*. This spot is created with building the understanding of the target audience, the News Explorer, and creatively communicating the “fuller spectrum of news” concept in mind.

Television was an important medium in the launch campaign because part of the objective was to reach a mass audience. Although media is continually becoming more and more fragmented through sites and niche channels, television remains one of the most effective ways to reach many people at once.

A new bonus of creative materials created for TV is the growing popularity of *online video*. While some argue that each execution should be created specifically for the medium, others argue that *repurposing* (reusing existing clips in new ways) is a great way to get the most bang for your production buck.

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