

TMA TODAY—A MORNING CONVENTION SHOW

In an effort to more effectively promote the activities of the 1984 Annual Session, including the products and services offered by our exhibitors, MPA, Inc., Austin, will produce a one-hour morning television show to be shown to all conference participants and guests.

Called TMA Today, the show will be aired over a closed-circuit TV channel into each room of the Hyatt, Hilton, and Americana hotels--thus reaching practically everyone attending the meeting from out of town.

Produced in a video magazine-type format, TMA Today will be shown at 6, 7, and 8 a.m., May 10-12. Each day's show features both live and taped segments and will include highlights of that particular day's activities, interviews with guest speakers and TMA officers, "commercial" spots paid by and featuring exhibitors at their booths, and "mini-cam" segments that cover other aspects of the meeting. The show will be hosted by Dr. Bobby Lanier, Fort Worth, accompanied by an MPA co-host. In summary, each hour will have five "chatter" segments (14 min.), four in-studio guest interviews (24 min.), three mini-cam reports (9 min.), and six commercial breaks (12 min.).

This is an effective informational/promotional medium because it reminds participants of the day's events, it gets them psychologically attuned to the meeting before it even starts, and we are able to speak directly to attendees and to provide them with the information we want them to have and that they need.

This medium also has the potential to strengthen the relationship we have with our exhibitors by enabling them to reach their target audience more effectively through commercial spots.

Promotional activities include ads in the TMA Daily Bulletin, and Annual Session promotional materials such as tent cards on each hotel television, handouts at each hotel registration desk, posters in the hotel, and information in the daily program.

MPA has produced a similar program for the Texas Veterinary Medical Association, and members of its staff have experience in producing large national shows of this type.

MPA, Inc. has demonstrated to TMA its expertise in this area when it produced both the drunken driving and seat belt public service announcements in 1983. MPA, Inc. is a complete media service company with more than 40 years of combined experience in all areas of media design, development, production, and distribution.

It specializes in custom development and production of videotapes and films for business, industry, and education. Complete services include writers, researchers and technical personnel for still, video, and motion-picture photography.