

First Media Kit

The early printed pieces we gave potential affiliates and our media packets for advertisers were elementary. Yet, I was calling on agencies--some of the best in America--who designed these things. Our stuff just didn't "sell." It was time for a new look.

The piece needed to communicate; it needed to highlight our logo; and, it had to grab attention among the clutter of media packets from hundreds of TV and radio stations pushing their time. We needed to write our pitch well, and the graphics had to pull the reader into the copy. Further, we needed a different brochure for our new affiliates from the one we'd leave with an advertiser.

Did I hire a creative agency to produce this? No. Did I get the creative geniuses at a leading printer to write and layout the piece? Nope. I did what I do best. I stole an idea.

A typewriter salesman had left behind a great IBM brochure that was tasteful and eye-catching. I used that creative idea for two Brownfield brochures in June of 1977. It was an 8 1/2 by 11, 8-page, B&W book. It was classy. It made us look much larger and better than we probably were. Because it wasn't "trendy" its shelf-life was long. That printed brochure was a good investment.



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