



Client: SCI FI Channel

Type of Account: Entertainment / Corporate
Type of Media: General Interest / Industry / Internet

Brownstein & Associates was hired by SCI FI Channel to represent their growing broadband entertainment channel, SCI FI Pulse. The site is the #1 destination for science fiction entertainment online. With their Web 2.0 presence and its growing importance to the cable channel, SCI FI looked to Brownstein & Associates to assist in launching their new online site through both “online” and “offline” media opportunities.

Responsibilities:

To secure business press; create trend stories; promote efforts to the consumer and industry trade media including national television, newspaper, radio, and prominent online Web sites and bloggers; bring speaking opportunities and arrange meetings between Senior Vice President and high level entertainment tech and business journalists.

Projects:

Execute launch of SCI FI Pulse, SCI FI Tech, Eureka Webisodes, Amazing Screw on Head, and Exposure (SCI FI’s Online Film Festival).

Results:

SCI FI PULSE

Assisted in planning the launch of SCI FI Pulse – resulted in securing articles in traditional media (Forbes Magazine) as well as online media (Redherring.com, Business 2.0.com, among others). Wrote pitch letters and bios on the Senior Vice President and served as liaison between executive and prominent entertainment and technology journalists, web reporters and relevant speaking opportunities.

AMAZING SCREW ON HEAD

Executed nationwide publicity campaign to promote SCI FI’s online piloting program for an animated program called “Amazing Screw On Head,” written by Bryan Fuller (“Wonderfalls,” “Pushing Daisies”). Organized online PR with prominent podcasters and bloggers at “Comic Con” in San Diego. Worked with Bryan Fuller at Comic Con panel, as well as press for the series.

Worked with talent Bryan Fuller, Paul Giamatti, and David Hyde Pierce to conduct interviews on behalf of the launch resulting in articles in: Crain’s, Business 2.0, The Wall Street Journal (business feature on the show and Pulse) OMMA, TV Guide, New York magazine, TV Guide.com, USA Today.com, MSNBC.com as well as top entertainment blog sites tmz.com, boingboing.com, Wizard Universe, Comics Consortium, Newserama, Zap2it.com, Wired.com, and Comic News Insider.

Secured national radio tour; worked with Mr. Giamatti on article for TV Guide.com, resulting in mentions on “Regis and Kelly,” “Conan O’Brien,” and “The View.”

“EXPOSURE” – THE SCI FI PULSE ONLINE FILM COMPETITION

Planned, executed and launched an online and college-directed publicity campaign for SCI FI Pulse Online Film Competition “Exposure” in conjunction with the Sundance Channel. Secured mentions and articles by working with general interest newspapers, college newspapers, web sites, bloggers and entertainment news publications and local television.

Resulted in press, including: Newsday.com, Associated Press.com, Multichannel News, TMZ.com, Digg.com, Reality TV Magazine.com, Film Stew.com, if magazine.com, WorldScreen.com, New York Post, E! Entertainment.com as well as all of the top college newspapers in the country and additional mentions on all of the entertainment, art and science fiction blogs and Web sites.