

## NTV Tips

Mark Baumert, News Director

### Basics of NTV:

-KHGI-TV, Kearney, Channel 13 (Central Nebraska)

-KWNB-TV Hayes Center, Channel 6 (Southwest Nebraska)

**We broadcast the same programs simultaneously on both stations and we are collectively known as "NTV."**

We broadcast 6 hours of local news programs Monday-Friday

-5am-7am: **Good Morning Nebraska** (News, Weather, Interview segments on pets, farming, health and local entertainment)

-9am-10am: **NTV's Good Life** (Local TV talk show features segments on cooking, gardening, women's health, local arts/entertainment. Fixtures include "1-Tank Trips, Food Finds."

-12Noon-1pm: **NTV News at Noon** (News, Weather, Markets, Interview segments on various topics)

-5pm-5:30pm: **First at Five** (News, Weather, Health segments)

-6pm-6:30pm: **NTV News at Six** (News, Weather, Sports)

-6:30pm-7pm: **Good Evening Nebraska** (News, Weather, Farm/Market segments)

-10pm-10:35pm: **NTV News at Ten** (News, Weather, Sports)

**Saturday: NTV News at 6, NTV News at 10** (News, Weather, Sports)

**Sunday: NTV News at 5:30, NTV News at 10** (News, Weather, Sports)

Nebraska Centered Features:

-**1-Tank-Trips**

-**Food Finds**

-**Farming Today series Fridays on Good Evening Nebraska**

### Contacts:

-Mark Baumert, News Director

-Kristy Steward, Assistant News Director

-Andrew Mihm, Assignment Editor (directs daily coverage, oversees workdays of reporters, photographers. Concentrates primarily on content for 5pm, 6pm, 6:30pm, 10pm newscasts)

-Booking producers:

-Jamie Darby (Good Morning Nebraska, NTV's Good Life, NTV News at Noon)

-Roni Lewis, Carol Staab, Brandy Klingelhofer (NTV's Good Life)

-Marylyn Barnett (Good Morning Nebraska, NTV News at Noon)

-Features Reporter: Zach Richie (1-Tank Trips, Food Finds)

All can be reached at 308-743-2494.

Fax 308-743-2644

[news@nebraska.tv](mailto:news@nebraska.tv) or use specific contacts First Name Initial and last name

w/email suffix, for example [mbaumert@nebraska.tv](mailto:mbaumert@nebraska.tv)

[NTVGoodLife@nebraska.tv](mailto:NTVGoodLife@nebraska.tv)

## **PREPARING FOR A GUEST APPEARANCE**

### **3 Days in Advance of your appearance:**

- Name
- Title
- E-Mail
- Phone/Cell
- Website
- Best way to contact you the morning of the show

Note: Submit this material in the way you would like it to appear on the air.

- Submit 3-4 talking points about you/your project or your business
- Submit in advance any pictures or video you may want to use. (NTV reserves the right to determine whether such pictures or video are broadcast quality or appropriate for the broadcast.)
- Description of any demonstration or props you want to use.

### **DAY OF THE BROADCAST:**

- Be there 30 minutes ahead of time (or earlier if set-up is complicated)
- Ignore the cameras. (Think of it like your visiting our hosts in their homes.)
- Speak to our hosts as you would with a friend or customer, the simpler the better
- Have some fun with it, smile, and be animated

### **Clothes:**

- Avoid whites (they tend to wash out on camera)
- Avoid tight patterns (they tend to make the picture flutter)
- Avoid too short skirts, shorts, turtlenecks
- Depending on which studio set we use, your footwear might be visible
- Ask us if you have any questions

### **IF A TV REPORTER IS COMING TO DO A STORY OR SEGMENT SHOOT:**

- Figure on about two hours
- If you're demonstrating something, remember that you may be asked to repeat certain actions so that they can be recorded from different angles.
- When you sit down (or stand-up) for an interview you will likely be asked to face the sun or a camera light. (This makes the best lighting for the best video.)