



MEDIA COVERAGE AT THE GREAT NEW YORK STATE FAIR

AUGUST 27 – SEPTEMBER 7, 2020



Media exposure reaches millions of viewers upstate, downstate, out-of-state, and in Canada



- The local affiliates of the major TV networks and Spectrum Cable News have permanent locations during the Great New York State Fair. The networks broadcast live several times a day. Additionally, local talk show *Bridge Street* is performed live each morning from Chevy Court and showcases the best of the Fair. Regional radio groups also broadcast live from the Fair.
- Targeted media buys are negotiated with scores of traditional and new media outlets to promote the Great New York State Fair. TV, radio, online, outdoor, and social media marketing are all utilized.
- Social Media – Based upon the success of our award-winning social media campaign, the Fair continues to use Facebook, Twitter and Instagram for two-way communication and one-on-one interaction with Fair fans. The Facebook site has now more than 231,000 likes, making the New York State Fair Facebook page the third largest of any state fair.