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## S.F. TV Station Gets Social on Net

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By Shahnaz Mahmud

**NEW YORK** CBS' local CW affiliate station in San Francisco has partnered with social networking firm Neighborhood America in an effort to find cutting-edge ways to engage viewers and expand its audience.

Neighborhood America has opened a local search contest for potential contestants for the *America's Next Top Model* show in a cross-promotional (on-air, online) platform. The company created a platform for San Francisco Bay Area model hopefuls to submit video imagery on the CW cable affiliate site.

"What [some of the networks] are doing is promoting more around what they have as brands, which are the shows they represent. They are trying to create these mini, focused environments that will create the relationship, or dialogue, with their audience to get them more engaged with the show," said Jason Breed, senior director of sales operations at Neighborhood America.

One of the primary goals is to bring viewership back to the television network, Breed said.

The online promotion offers a chance to win a *Top Model* makeover, a \$1,000 shopping spree, a photo spread in the *San Francisco Chronicle* and meeting the casting team of the show.

Breed added that the networks are aware that once there is successful audience engagement with the brand through these means, individuals are more likely to remain engaged and "have a sense of ownership" with the show.

"We can really extend the social network where people are living their day-to-day lives and bring the community experience with them," added Dan Miller, evp and CTO of Neighborhood America.

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