

MEMORANDUM

Apr. 12, 2023

To: Suzie Smith, VP of Public Relations, NBC

From: Annie Cleaver, Public Relations Coordinator, NBC

Re: **“Saturday Night Live” Show Runner Transition – Media Kit and Strategy**

Dear Ms. Smith,

The following media kit outlines the strategy for the announcement of Kenan Thompson’s new role as showrunner of NBC’s “Saturday Night Live.” We intend to assure fans that the transition will be smooth and successful as current showrunner and creator of “SNL,” Lorne Michaels, hands over the reins.

This media campaign is designed to raise awareness and excitement for this leadership change amongst “SNL” and comedy fans to maximize viewership for Thompson’s first season as showrunner next fall.

See below for our media campaign strategy:

1. **News Release:** The news release includes the specific details of the transition for media outlets to utilize, as well as quotes from Michaels, Thompson, and NBC chairman of television and streaming, John Jones. The document will also explain the role of the showrunner at “Saturday Night Live” and a brief highlight of Thompson’s qualifications.
2. **Pitch Letter:** This letter is addressed to Lori Hughes, the lead talent booker at ABC’s “Jimmy Kimmel Live!” It describes Michaels’ impact as the showrunner of “SNL” and the news of Thompson as his successor. Additionally, it invites Hughes to contact the NBC PR department to book Thompson as a guest on Kimmel’s show.
3. **Professional Bio:** This bio outlines Thompson’s career timeline and accomplishments. It will highlight his knowledge and experience with the entertainment industry to assure fans that he will be able to successfully execute his duties as the showrunner of “SNL.”

4. **Fact Sheet:** The fact sheet will provide a general overview of facts about “SNL,” including its history, program ratings, production, awards and accolades, prominent cast members, writers and producers.
5. **Frequently Asked Questions:** This document answers questions about “Saturday Night Live” and other relevant topics that many viewers may have. The release of this document will inform audiences about the inner workings of the show that Thompson will now be leading. It will also touch on how to access “SNL” on NBC’s streaming service, Peacock, to increase streaming viewership.

If you have any questions or need additional information, please contact me at:

(123) 456-7890

snlmedia@snl.com

Sincerely,

Annie Cleaver

Public Relations Coordinator, NBC