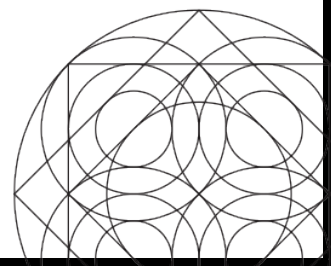
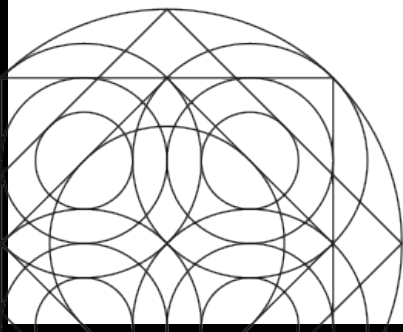


PUBLICITY FOR

TV



PUBLICITY FOR TV



WHO TO PITCH TOO

- *Producers*
- *The news desk, anchor or the assignments editor*
- *Never be afraid to call and ask questions about who to pitch and how their decision process works*

BONUS STRATEGY

- *Follow all of the shows and the producers on social media*
- *Join into any conversations that are relevant to you and start forming a relationship with the producer*
- *Watch the show as often as you can*
- *Pitch yourself as an expert for particular segments*

WHAT TO PITCH

- *Include ideas in your pitch on what you have to offer visually – location, images, props, etc*
- *Give them examples of what you can do on the air...they aren't just looking for a talking head – they want someone that can **DO SOMETHING***
- *Include a link to another speaking engagement or any Youtube clips*

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WHAT TO DO AFTER THE APPEARANCE

- *Book in your next appearance before you leave the station*
- *Bring a thank you card or flowers*
- *As soon as you're segment airs, do everything you can to promote it with other TV, radio, and podcast producers*

REPURPOSING THE CONTENT

- *Get a reel of the appearance from the station*
- *Find the clip online and download it*
- *Embed the video on your site on your dedicated media page or your blog*
- *Send the link out via all social channels*
- *Add the video to Youtube*
- *Chop up the video even further and create 15 second clips for Instagram and Facebook videos*
- *Tweet the appearance to anyone you want to get extra publicity with*
 - *Eg. other TV Show producers, Event Planners, Podcast owners etc.*
- *Add the video to the front page of your profile*
- *Setup a FB ad campaign*
- *Change the Call to Action button on Facebook to link to the video*
- *Create an album called PRESS on your page and have all the BTS shots, and video.*