

Pick Me! I Want to be on TV



Producers look for media and on-camera experience. Add video to your website, say “yes” to lesser-known stations and shows to enhance your desirability.

# SO YOU'D LIKE TO BE IN THE NATIONAL PRESS



## Create Relationships with Journalists

Try email, phone, coffee meetings; follow journalists on Twitter and LinkedIn. But stop short of texting and Facebook unless you develop a personal connection.

## Don't Be Too Busy

Say “yes!” to a producer scrambling to fill a spot, you'll be remembered for more opportunities.



## Be Relevant

Know what the journalists you solicit write/talk about.

## SECRETS REVEALED

## Keep it Simple

Avoid jargon in your pitch and interviews. Succinct pitches are more likely to be considered.



## Be Willing to Talk on a Wide Range of Topics

Intelligent speakers on the broad market are valuable.



## Don't be Shy

Who'll sing your praises if you don't? Pitch your credentials for your products and your expertise.



## Be Newsworthy

Offer unique insights, tying your pitch to current events.



## Are you still the *best-kept secret*?

Don't let lack of experience or a smaller AUM stop your pitch cold. Whether you have a PR firm or like DIY, these guidelines will help you be attractive to the national and local media. Contact us to find out more about SunStar Strategic's Media Bootcamp and learn how to voice your agenda in any interview.