## Handout: Managing Your TV Message

There are six steps to prepare and get your message on television.

1. Create a brand. Develop a message that tells who you are, what you do, and why you are unique. The media wants to find someone interesting and ready to talk at a moment’s notice. You should have materials ready for the press to use and this should be aligned with your brand message. You can search the Internet and find press kits that will help you structure your information for the press.
2. Develop your elevator speech. An elevator speech is a 30-second advertisement about you. This is also called a pitch. You should make your message concise, but reflecting your passion in what you do. Short pitches are more effective. Remember, the media has a short attention span. Be ready to deliver you pitch at any time.
3. Seek out the media. Use the Internet to find many ways to research media that may be out looking for your information. Take names down of producers of programs and attempt to contact them. When you do get a chance to connect with a producer always, compliment their work. This way you demonstrate your interest and the time you invested in researching him or her.
4. Respond immediately. If you do get the chance to speak to a media, contact, you should respond immediately. Make sure the contact information you give is one that connects to you directly or that you can check many times throughout the day.
5. Be prepared. Have your information and materials always updated and ready. You may never know when you will get that call.
6. Keep it simple and fresh: Don’t complicate your message and materials. Keep it simple and you will do find when it comes time to be on television. Practice your message periodically so you remain sharp.