

Building a TV Profile

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Key Elements

- Communicate well
- Get the message right

Journalistic Basics

- Who
- What
- Why
- Where
- When

A Good Press Release

- Opening Paragraph
- Unique Selling Point
- Build a story
- Get it right

TV Coverage

- Do your research
- Understand our output
- Consider visual and audio impact
- Follow-up phone call

Communicating out

- Target publication
- Make talent available
- Keep in touch

Summary

- Do your research
- Communicate well
- Be bold and different