

Getting on TV

without spending an arm and a leg on advertising.

Every day, we are surrounded by media outlets who broadcast content. Many people have asked, "How do I get on TV and promote my message? My company? My product?" This paper aims to give you a head-start to getting your message broadcast over the air.

How to get your content on Television:

- Pay for ad-space - \$2,500+ per 30 second Commercial Spot
- Cost of title sponsor ad space - \$50,000+ per Season of local show
or
- Cost of in-show ad space - \$1,000 per 15 second Billboard

You can spend *all that money*.

OR you can have content that is *newsworthy*.

What is newsworthy?

5 major components

1. **Timing** - Within the past news cycle. a day or two old if it's really big.
2. **Significance** - How many people are affected?
3. **Proximity** - Is it local news oriented or national?
4. **Prominence** - Famous people just get more coverage.
5. **Human Interest - Human interest stories are a special case. This is your niche:**
They appeal to emotion, they aim to evoke responses such as amusement or sadness. News programs add lighthearted stuff before a big commercial block or the end of the show to cheer up the viewer. This is a big gift or a big change in someone's life. This is when someone gets a house or a dog or all of their medical bills covered. Kids get a lot of coverage when they do something in their community.

What do news reporters like?

- **Relationship** - There is a lot of stress working in a news organization. To trust the people around you to deliver what they say is both nerve-racking and essential. To know that "Johnny is an expert on all things tech and I can count on him to give me the right answer" is more valuable than "a great story." to a seasoned news reporter.
- **Exclusivity** - This is an event that only the reporter can cover. They won't have to fight with any other stations for the best shot or space. Let them own the coverage of your event.
- **Consistency**- A friend of mine, Stacy Fawcett, has a regular slot on WFAA's Saturday morning show because she is *reliable* and *consistent*. If they need extra content, she can provide it. The producers can rest knowing that she has that 3 minute block filled to the brim with content. The adage "The show must go on" is especially true in live television. And for a reporter to know that you can give enough content

How does this all come together?

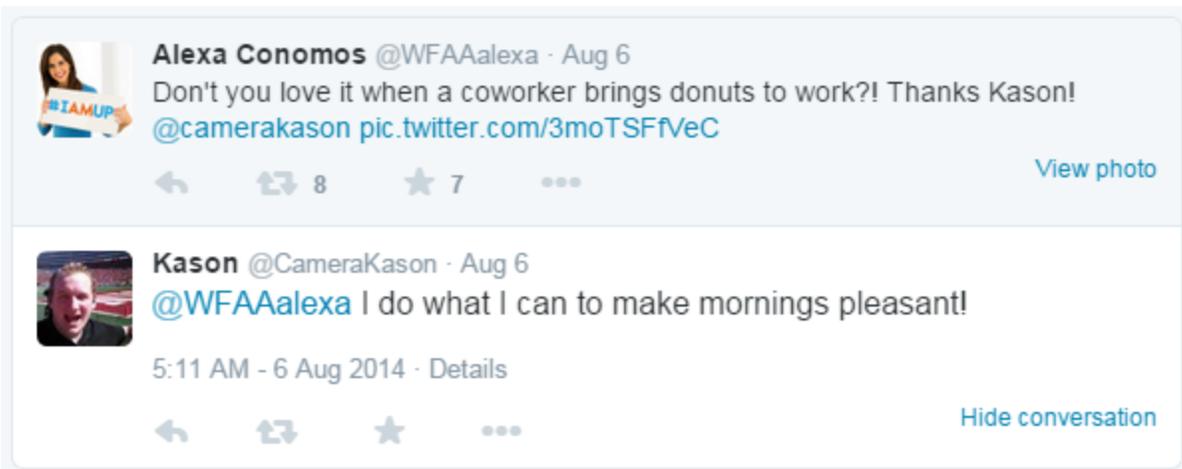
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Relationship -

First you have to start by getting a small relationship with someone on the inside. Something as simple as interacting with them on social media. Like their posts, and leave comments on the most recent stuff that is encouraging, uplifting, respectful, and admirable. Even better, go to a show where there will be crowd interaction (WFAA has "Party in the Plaza" on most Friday Mornings) and bring food. *People do strange things for baked goods and sugar.*

For example:



Even since I've personally left the station to start my own business, I still visit once every couple of months with donuts, particularly when there is a dance party involved:

[Visit http://tinyurl.com/KasonDances if you want to see the infamous dance party.](http://tinyurl.com/KasonDances)

After a reporter or personality that you want to work with starts responding to you on social media you can move on to exclusivity:

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Exclusivity -

1. 30 days out from your event, Send a tweet or facebook message to your journalist saying "Hey I'm about to send an e-mail to you detailing an exclusive story."
2. E-mail your journalist. **DO NOT EMAIL THE NEWS DESK.** Journalists are told by the assignment desk to "Find their own story."
3. In your e-mail write something to the following effect:

TO: JOURNALIST@NEWSCORP.COM

SUBJECT: HEADLINE GOES HERE

use three words to describe your event - Typically WHO does WHAT - it needs to be bold.

RYAN VISITS RANGERS
JENNER BECOMES WOMAN
HOUSE BURNS DOWN

MESSAGE: Hello Journalist,

There is an [Who] Doing [What] on [When] at [Where] For [Why].

I can guarantee this event will be a one-stop shop for a story for you.

I know you do great work and I want you to *cover this!*

Additionally I can guarantee exclusive access to you for the next 3 days.

We will have the [Key Person1] in a quiet room for you to interview them when you need them between [time] and [time]

The event will take place at [time] and there will be [Descriptions of non BOPSA]

I look forward to hearing from you,
Signature.

P.S. If I don't have confirmation that you'll be there within 3 days, I'll have to go to another journalist with this story.

On day **2**, send the same information, with pictures, websites, everything about the event.

On day **3**, send the same information and remind that it's their last day for exclusive access.

On day **4** leave communication saying that you can no longer give them the exclusive.

Facts in DFW:

In the DFW market, there are approximately 15 - 25 news stories **created** each day per news affiliate. These stories can air 1 - 5 times in a day.

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- ~ 25% of these are “standing stories” that run every week in a specific time slot. (Wednesday’s Child. A cooking segment. a dog adoption segment.)
- ~ 25% of these are “current issue” related. Usually weather or local government changes.
- ~ 50% or 7 - 12 stories per day for human interest / emotional stories / investigations.

In the DFW Market there are 4 major “over the air” news outlets - who control the remainder of the over the air broadcasts (Telemundo is at KXAS, Mundo Fox is at WFAA, etc)

- FOX 4 (KDFW)
- NBC 5 (KXAS)
- ABC 8 (WFAA)
- CBS 11 (KTVT)

So on an average day. You have around 28 - 48 chances to get your story covered by the news on a “Mainstream” outlet.

Locking it down

Rather than **hoping** that your event is so enticing the news will come out. build a relationship and make sure they know what you do and why you do it.

- Have a stuntman do something crazy at your event.
- break a world record in something and invite other people to help you.
- offer relief or aid for victims of a local disaster (we recently had a bunch of flooding in the area. Help some flooded out folks with the rebuilding process!)
- Have a celebrity at one of your events. (Stacy had Joe Perry from Aerosmith at an event in Dallas, this convinced WFAA to send one of their reporters)
- Engage your community in a collective effort to make something better.

In Conclusion

This won’t be the same as submitting a 30 second advertisement. At the end of a 2 minute package showing you and your crew helping with flooded houses and you say something along the lines of...

“CompanyNameHere believes in giving these people a second chance”
that’s going to drive traffic to your site, it’s going to be something you should send out to your marketing lists inviting others to help you help the community. Adding value to everyone’s lives in the process.