



My "Love/Hate" Relationship With TV Publicity by Margie Zable Fisher

This past Friday I had to tell a client that her TV interview would not be happening that day. The entire news team had been sent to Orlando to cover the tornado story.

My client was understandably disappointed and upset. And to top it off, this was the third re-scheduling of the interview.

That's why I have a "love/hate" relationship with TV publicity. On one hand, I love it because even one appearance can positively impact your business -- even your whole life. On the other hand, I hate it because TV is fickle. If a hot news story comes along, you can be bumped from being interviewed and/or your segment can be re-scheduled or even cut.

Still in all, I am convinced that TV is worth the effort, despite the possible frustration. But I realize TV publicity is very different from print, or even radio.

In fact, recently I was speaking with a Public Relations colleague, and we discussed how national publications are more interested in exclusive stories, while national TV shows (such as Oprah) prefer people who have already appeared on other shows. Why?

TV producers and hosts want guests who can:

- Connect with the audience
- Look and sound good

- Work well with the host

And the best way producers and hosts can tell if guests meet the above criteria is to see them in action on other TV shows (either live or on video or DVD).

So, if you're interested in getting TV publicity, here are two suggestions:

1. Be flexible and understanding about the sometimes fickle nature of TV programming; and
2. Get TV Media Training, so that you can do the best possible job, and be prepared for any and all TV publicity opportunities

For more information on how to ace TV interviews, radio interviews, print interviews, and much more, check out my Do-It-Yourself Public Relations Kit at http://zfpr.com/public_relations_kit.htm.

Copyright 2008 Margie Zable Fisher All rights reserved

Direct comments or questions about this article, including requests for reprint rights, to:

Margie Zable Fisher
Zable Fisher Public Relations
1900 N.W. Corporate Blvd.
Suite 400E
Boca Raton, FL 33431
Phone: (561) 417-0006
info@zfpr.com