

# Stars in their Eyes: Getting your Client on TV

---

NEW YORK, NY, USA, March 3, 2014 /EINPresswire.com/ -- As PR people, there is no more powerful medium than television. You [love your client](#) and you want the world to love them too, so what's better than zapping them into millions of viewers living rooms. Pitching television is not easy but following a few simple steps and a lot of persistence can guarantee morning show success! Vic Rallo on CBS The Couch

1. Research is king. Before you write the first word of your pitch, you "need to [know the audience](#), the people watching the show you're pitching." If you're pitching a morning show, for instance, your story should appeal to stay-at-home moms and seniors, who are most likely to be home during the day.
2. [Short is good](#). Punchy is better. Given people's packed schedules and abbreviated attention spans, the length of your pitch definitely matters.
3. Be the squeaky wheel. The goal of your pitch is to get attention. Once you've done that, you'll need to follow up, often multiple times, by email and phone
4. Keep rejection in perspective. A "no" can mean "not right now" or "not for this show." It's not uncommon for a producer to forward a good pitch to the producer of another show that may better fit that particular story.

[www.colangelopr.com](http://www.colangelopr.com)

16466242885

Juliana Colangelo

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/193332113>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.