



GLOW PROFESSIONAL WOMAN

BRAND YOURSELF TO THE PRESS

by Joya Dass, TV Anchor, NY1 Business News

After 15 years in broadcast journalism with CBS, CNN, ABC and Bloomberg, and Founder of a women's networking initiative called LadyDrinks, I frequently am asked this all important question: How can I get on television? How can I get press?

My response is the same. The way people get on television has changed dramatically since I first started in 1999. Gone are the days of working your way up the ladder from small out of the way towns (in my case Casper, Wyoming, Population 50,000) to cities with more eyeballs. Now, you can position yourself as an expert on a niche subject and gain a following all on your own.

Here are the 5 real world tips I can offer that will set you up for the possibility of a new career. Each tip contains valuable lessons from my many years a journalist and mentor. Enjoy!

TIP #1: NETWORK THEN GIVE, GIVE, GIVE.

Find your passion and area of expertise and share the wealth. My mentor and teacher Selena Soo often shares this story about her client Stephanie. Stephanie met a producer from the Today Show at a networking event. She asked him 50 questions about himself. He mentioned in passing that he was looking to break into reality TV. Stephanie in turn, followed up with the producer, offered some advice and introductions to people she thought he should know to move this vision forward. She took advantage of a chance meeting to provide real value to someone in need. When the producer learned more about Stephanie's desire to

speak on national level on a subject upon which she was expert, he was able to set up some pitch meetings. By GIVING (rather than taking) Stephanie was able to stand out from the crowd.

TIP #2: KNOW YOUR AUDIENCE AND WHERE THEY GET THEIR INFO

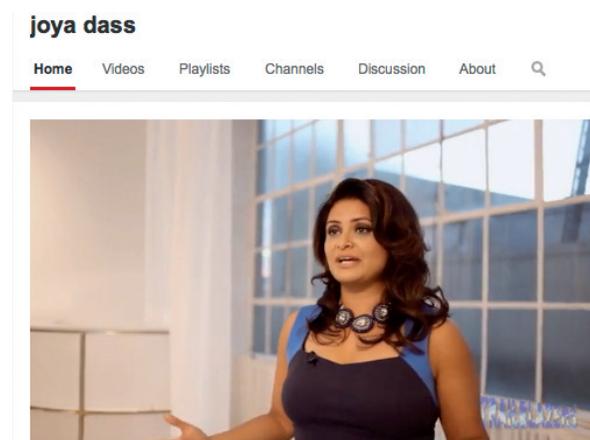
Millenials (20s and 30s) turn to their SMARTPHONE; Baby Boomers (50s and 60s) NEWSPAPERS; and Genexers (30s and 40s), the WEB. When the media is looking for experts they also want to know what medium to deliver to. Don't heavy up on twitter when a nicely placed column will work much more effectively. Spend your time on understanding who you are speaking to and the delivery system will naturally come to you.

TIP #3: TAILOR YOUR PITCH

Your area of expertise must be relevant to your media outlet. I cover business news from the stock exchange floor. My



colleague Craig Stanton at Bader TV has his pitches to me down to a science. For years, I was delivering business news for WABC. I would walk into the Nasdaq Marketsite every morning He would not only have a tape hand delivered with "Ford's



newest hybrid" car to the front desk at the Nasdaq the night before, but a press release to accompany it. All I had to do, during my report was quote copy form the press release and have the technical director cue up the tape and hit PLAY. It was effortless and made my job easier. Major networks and publications use a site called HelpAreporter.com (HARO.com) to get subjects and commentary for their stories. Nearly 30,000 members of the media have quoted HARO sources in their stories as they believe that everyone's an expert at something. Sharing your expertise may land you that big media opportunity you've been looking for.

TIP #4 HOST EVENTS

I'm a big believer of hosting workshops, panels and speakers to reach my audience with my women's networking group, LadyDrinks. When you attract LOTS of people the media can't ignore you. A great example of a little known business getting great big attention is "Blue Rock Energy" in Syracuse, New York. What does Blue Rock Energy do? Deliver Electricity and natural gas to customers in upstate New York. It doesn't get more mundane than that. But Blue Rock Energy partnered with a local sports team to tap into the large crowds. In this case the "local" team was the Buffalo Bills. They hosted something called a "Fan energy meter" where fans vote for the player of the game.

Blue Rock had a vendor tent at training camp, as well as pre and post-game shows. The media coverage was implicit.

TIP #5: CREATE YOUR OWN MEDIA COVERAGE

Build your own YouTube Channel. The leap from "online video" to "network broadcast" coverage is astounding. The politically charged "The Young Turks" enjoyed its humble beginnings as an Internet video show. Today, founder Cenk Uygur's channel has 1.3 Billion views and 38 million viewers a month. He later went on to become a political commentator at MSNBC. Jenny Down was featured in her own segment on NBC Nightly News. Prime time! She's made a series of tutorials on how to quilt in a day. The Missouri Star Quilt Company has almost 1,880,000 subscribers to its YouTube Channel. Her videos have been viewed 28 MILLION times. The networks came calling because they couldn't AFFORD to ignore these people. They had their built in followers and audience.



ARE YOU READY TO SHOWCASE YOUR EXPERTISE WITH THE WORLD?

I've built my own media presence and continue to grow by drawing on my years of experience but also recognizing new opportunities to communicate. Getting media is about building relationship. We've become a culture of takers. Break out and become a giver. We're women! We see a deal on the web and share it with others anyway. ❖

If you need help with your journey, see if you qualify for a FREE Media Coaching Consult: www.joyarani.com

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