

IMPACT!



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Call us
TODAY!

Begin to
make an
IMPACT!
tomorrow!

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“Linking Companies to their Communities”



TV Appearances

Are you ready for TV?

There are interview opportunities on your local TV stations. Here in Charleston, South Carolina, the three prime time TV stations; CBS, NBC, and ABC, all have spots carved out of their regular day time news shows for “special interest” segments.

ComCast, the local cable provider for Charleston, South Carolina, and several prime time stations offer specialized “lifestyle” programs, hosted by area celebrities, that welcome interesting guests who speak about local events and topics of interest.

How to get on TV

Stay up on the latest news, listen to the radio, read newspapers, and watch TV to discover what people are talking about and what they are interested in learning more about different subjects. This will help you tie your message into current topics of interest. Once you have an angle or tie-in to a current news story, create a press release that positions you as an expert on this issue and showcases why they should have you as a guest.

Remember: Pitch your expertise as a solution to a problem that's making news - don't make it sales-y.

Expand your reach

- * Get DVD copies of your interviews and place them on your website.
- * ComCast also has opportunities to place 2-5 minutes “info-mercials” on their video-on-demand station.

Preparing for TV Interviews

Make sure you're fully prepared with facts, figures, and anecdotes to talk about when you're on the air. Make up a cheat sheet or note cards loaded with your best information and key points.

Most TV interviews are going to be three to five minutes at most – so you really must know your message before you go on the air.

There is no such thing as overexposure

The more interviews that you do, the more buzz you will build about your company, product or service.

You need to sparkle on air. Enthusiasm speaks loud and clear. It is important to keep the audience attentive by maintaining a high level of interest throughout the interview.

Make yourself available at a moment's notice. Have information sheets on various topics ready, so you are prepared when a producer calls you.

Once a producer sees that you are an excellent, informative, likeable guest, he/she will call you to return for other shows.

Remember: Media is about entertainment. You must be both informative and entertaining.

Contact IMPACT!

We can schedule your TV interviews, help craft your messages, and hone your topics!

Make an IMPACT! in 2008

**Make an IMPACT! with
“Customized Communications”**

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with
“Messages that Matter”**

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization's identity.

**Understand how to better
IMPACT! your customers**

IMPACT! facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.