

Using TV Personalities

And Connecting With
Reporters & Editors

What If...

This Was Your Story?



What If This Was Your Story?



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This Is More Like Your Story



Breaking Through The Clutter

- Argument: The Most Valuable Resource In Today's Busy World Is Time. It's in short supply.

Goal: Make Your Message Worth Others Time

- Suggestion: To reach people in media, 'like' stations on facebook--follow every reporter, anchor & newsroom twitter account.
- Look for opportunities to retweet or comment on their posts. Make relevant water related comments.

Example Of Relevance

- Scenario: Heavy rain is causing street flooding in parts of town
- Reporters are tweeting & stations are facebooking about this
- You re-tweet or post that a new study shows 90% of basement flooding in the northwest is linked to a clogged storm drain nearby (just one example)

My Social Media Info

- twitter: @forecastupdates
- facebook: google 'bruce sussman facebook'
- blog: brucesussman.com
- Clean Water Campaign: koin.com

Connecting Directly With TV Viewers

- Case Study: KOIN Local 6 “Do The Right Thing”
- Public Service Angle May Allow You To Use Anchors or a Meteorologist
- Partnering with other agencies can make it “affordable”