

HOW TO: Connect with Morning Shows



A great media source to consider when seeking publicity for your event is your local television station's morning shows. These programs usually have time set aside for guest segments, and if you are creative with your pitch angle, you might just be able to secure a featured spot.

Morning show interviews tend to be no more than five minutes in length, so keep that in mind when planning your pitch to the host or producer. Here are a few do's and don'ts to consider when making your morning show pitch.

DO: Include a personal story

Morning shows are all about connecting news with real people, so having a guest with a unique perspective or experience is a great way to secure an interview. In an earlier blog, we discussed ways to personalize your pitch to secure coverage of your event. Using those same techniques can help with morning show coverage. Have you seen the host report on or have a personal connection to Alzheimer's disease? Then pitch the [health benefits of bridge](#) and be sure to have a guest who has a personal story.

DON'T: Get too detailed

Bridge is a complex game that takes time and effort to learn to play well. That's why we suggest avoiding bridge play as a part of your pitch. While it does add a visual and engaging element to your interview, you will be unable to truly convey a good overview of the game in the time allowed. An alternative might be to bring a bridge board and describe how duplicate bridge is different from traditional, social bridge and why that's significant.

DO: Include a call-to-action

The focus on your morning show pitch shouldn't be on getting table numbers up at your tournament. Most of your audience is most likely only vaguely familiar with the game. The key to capture them is to promote an activity in which they would be interested. Is your tournament hosting Learn Bridge in a Day? Promote it! Does your local unit offer classes for beginners? Promote it! Always look for ways to connect ongoing efforts of area clubs when promoting upcoming tournaments.

A day or two prior to your scheduled interview, send the morning show producer a breakdown of information you'd like covered, including key information, any phone numbers or websites that need to be featured onscreen during the interview and suggested interview questions. This not only helps the producer prepare the script for the show but can also help your spokesperson know what types of questions to expect. You can view an example of a [morning show backgrounder](#) in our tools and resources.

