

## 6 INSIDER SECRETS TO ATTRACT THE MEDIA & NEW CUSTOMERS

**Secret #1 – What do you H.A.V.E. for great TV presentation?**

Hook

**Audience Benefit**

Visual

Engaging

**Secret #2 - Personalize your pitch - know names!**

**Secret #3 - Contact the station at least 3 weeks ahead.**

**Secret #4 - Write a KILLER EMAIL – SHINE UP the subject line.**

**Secret #5 - Make a follow up call to EP or Producer.**

**Secret #6 - Deliver what you H.A.V.E. with passion on the phone.**



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# Katrina Cravy

## Motivational Speaker, Media Coach, and Author



Katrina Cravy is an Emmy Award-Winning TV media veteran and author who wore headgear to high school.

Her fun-loving but get the job done style has made her one of the most trusted and well-known names in Southeastern Wisconsin, although her career has taken her across the country.

Katrina has worked as an investigative reporter, anchor, and talk show host, for FOX, NBC, and ABC affiliates from Parkersburg, West Virginia to Portland, Oregon.

With more than 20 years of media experience, Katrina is now a member of the National Speakers Association. She's on a personal mission to help teams and executives be their best on camera and communicate with confidence during the good times and the bad.

Her book, "On-Air – Insider Secrets to Attract the Media and Get Free Publicity" promises to make you think like the media.

Katrina is also an adjunct faculty member for the University of Wisconsin's School for Professional and Executive Development teaching crisis communication skills.

Companies like Aflac, GE Healthcare, A.O. Smith, MGIC, and Salvation Army have booked Katrina as a keynote speaker and trainer to boost their teams' performance.

Besides winning a regional Emmy, she has also received awards from the National Press Club, Associated Press, Wisconsin Broadcasters Association, and Milwaukee Press Club.

This California native graduated from the University of Southern California with a double major in broadcast journalism and political science. She was chosen as an intern for the Office of Ronald Reagan in 1991 and received USC's "Outstanding Broadcast Journalism Senior" award in 1992.

Katrina Cravy loves speaking to audiences from around the country, almost as much as she loves her husband, their son, and their two cats.

For more information, please contact: [Nikki.Packee@katrinacravy.com](mailto:Nikki.Packee@katrinacravy.com) or call (262) 415-7811



## Audio Visual Requirements

*Audio or Visual Taping:* Taping is an additional charge and must be approved in advance.

### A/V Preference (Keynotes)

- Wireless clip-on lavalier microphone (if over 50 participants)
- One handheld microphone for audience participation
- PowerPoint presentation capabilities, including
- Projector with **HDMI hookup**
- Large screen appropriate for audience and room dimensions
- A portable **speaker or the capability to connect into the room's speaker system** to ensure audio from computer videos can be heard by participants
- Katrina will bring her laptop to show her PowerPoint presentation and she will also bring the presentation on memory stick for loading on to your system if there is a problem. She has her own slide changer for her laptop but will need another one suited for your system.
- Due to the proprietary nature of her presentation, the file needs to be removed from client's computer once the presentation is finished.

### A/V Preferences (Workshops)

- Wireless clip-on lavalier microphone (if over 50 participants)
- LCD Projector for PowerPoint presentation
- Connection with LCD projector system must be HDMI compatible
- Screen size needs to be appropriate for audience and room dimensions
- Screen needs to have audio speakers to ensure audio from computer videos can be heard by participants
- Katrina will bring her laptop to show her PowerPoint presentation and she will also bring the presentation on memory stick for loading on to your system if there is a problem.
- Remote changer for moving PowerPoint slides– if laptop computer provided by client is needed.
- Access to facility's wireless internet connection
- Small rectangular table (at front of room) to place materials
- Table tents/name tags for participants, sharpie pens would be appreciated

**NOTE:** Technical person should be available during setup and during the presentation if microphones are used.



# Katrina Cravy.

BROADCAST YOUR BUSINESS

## INTRODUCTION FOR KATRINA CRAVY - Broadcast Your Business Keynote

I'm very excited to introduce Emmy award - winning journalist Katrina Cravy (CRA-vee).

Her career in the media has taken this graduate of the University of Southern California across the country working for NBC, ABC, and FOX affiliates.

She's been a helicopter reporter in Portland, Oregon to a talk show host and investigative reporter in Milwaukee, Wisconsin.

Katrina is now sharing all she knows about how to attract and handle the media.

Please help me welcome the author of "On Air – Insider Secrets to Attract the Media and Get Free Publicity" – Katrina Cravy (CRA-vee)

HELPING SMART LEADERS TELL BETTER STORIES



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**BROADCAST YOUR BUSINESS WITH  
KATRINA CRAVY  
EMMY AWARD-WINNING TV HOST**