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**Create Your Own Local Cable Women in Business Program**

**By Jerrilynn B. Thomas**

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You're probably thinking that you will never have a cable business program. Anything is possible if you are creative and aggressive enough to go after your PR dreams. One of the first things that I instruct clients who use my PR makeover service to do is package their products and service to enhance their PR appeal. Wouldn't it be great if you could package yours into a business program that is featured on your local cable station? Well today we are going to outline the format for a women in business cable program.

You have to decide if it is going to be a talk, makeover, or news style program. The style of the program should reflect your PR goals and communication strengths. If your business solves a problem, then a makeover program would be perfect for you. If you are skilled at getting people to open up to you, then use a talk program format. The news format is perfect for women who are extremely organized and adept at doing research.

Once you've decided on the program style, work on your concept. Your new program must capture the audience's attention. Will your news program report about on the online women in business market? Will your makeover program show women how to give their web sites a professional look? Will your talk program feature women who own sites hosted by you? How long will be the program be? Will it be a daily, weekly, or monthly program?

Location is everything! It sets the mood for your program. Do you plan on using a studio, your home, or local places to tape your program. It all depends on the image that you want to project. A formal business look can be achieved by taping in a studio. Taping

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from your home office maximizes the image of running a successful online home-based business. Using a different locale for each show enhances the appeal of a fun business program. All three location choices are perfect for any of the program styles.

So far I've covered your program style, concept and location. Now it is time to work on your content. Content is queen! You can have the best style, concept, and location and still have a bad program if your content is dull. Outline your debut show. Keep in mind that your program must feature your products and services. Jot down what is different and exciting about them. Ask yourself how you can fit them into the style of the program to spotlight your business without

it being too advertorial.

Background research is required to construct your content. Find out what new trends on the Internet are important to the women in business market. If your program is going to feature guests that have web sites, incorporate their sites into the program to make it interactive. The audience could contact you via email while you are on the air to ask your guests questions. Get your guests to provide your audience with a freebie or prizes that they can only receive while your program is on the air. Just make your content fun and exciting and you will keep your audience from turning the channel.

Guests can make or break a program. Choose them carefully. They can be owners of the most dynamic businesses and have dull personalities. Your audience will turn the channel. Allow prospective guests to send in their media kit. Interview them on the phone. Then meet with the more promising prospects in person to make your final decision.

Now its time to give your business program a name. I decided to wait until the end for this very important item to give you time to fully develop the vision for your business program. This is where vanity or creativity comes into play. It's your program. If your business name is suitable, use it. Name it after yourself if you want to boost your personal business image. If neither of these ideas appeals to you, then think of an original name for your business program. Make it exciting by having a contest to find a name for your program to stir up interest.

These are just a few of things to think about if you ever decide to create your own cable women in business program. Wardrobe, makeup, sponsors, camera crew, etc. must also be addressed. Next month I

will discuss how to promote your new business program.

Jerrilynn is also the owner of the Women's News Bureau ( <http://www.womensnewsbureau.com> ) and publisher of the Women's Media Desk ( <http://www.womensmediadesk.com> ). She provides PR Makeovers, designs media kits, develops media lists, and conducts virtual public relations boot camp. Contact: [jerrilynnb@womensnewsbureau.com](mailto:jerrilynnb@womensnewsbureau.com)

## **Cable TV - Your Area Information Source**

**By Kenneth Snodin**

Many people believe that cable TV is a thing of the past. But it is alive and well today. The people who make technology possible for all of us have continued to put thought into your entertainment options through cable TV. When you sign up for cable, you can get more than two hundred high quality channels. And who could ever need more than that many channels?

One reason that many people still prefer cable tv as their entertainment choice is the lack of interference by bad weather. Because cable is a direct link, as opposed to satellites, things like weather won't interfere with the quality of your entertainment. And what better time is there to relax in front of your favorite shows than when it's dreary and wet, and there's nothing else to do.

Why get cable TV, when you can get competitive pricing for satellite instead? One reason to go with cable TV is to stay connected with your neighborhood. While local channels are available with satellite TV, there may be an extra charge for these channels. With cable, these channels are usually thrown in at no extra charge, although you should inquire to make sure that this is the case with any company you choose to do business with. In addition, your cable TV company will likely include some channels that exist only through cable. That may include updated and immediate area school news, city and county government programming, and other news and information for your area.

It may not seem like a big deal to have local channels. After all, the programming for channels that you pick normally has everything you want. Or those channels have almost everything. What they don't have is your community news and events, unless you live in a very large town. If you want to know what the weather is going to be like for tomorrow, you don't want to turn on the television and only find a forecast for someone three states away. You want to know what the weather in your region of your state is going to look like. Cable TV can help you with this. Local channels can also keep you aware of events and school closings in bad weather and more.

Many people like satellite TV because of the parental control options. Some aren't aware that the same options are available for cable tv users. This way, you can enjoy having all the channels you want, but still restrict your children's viewing. You get to decide what channels are appropriate for their viewing, not someone in the entertainment business. This way, your television programs can parallel your values.

For more information about

visit

where your questions about

cable tv will be answered.



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