

Landing in the Industry Trades

CHEAT SHEET

Things to keep in mind about the Industry Trades:

- ❑ **Defining the Trades** – outlets with a primary focus of covering the business side of show-business.
 - Examples: Variety, Deadline, The Hollywood Reporter, TheWrap, and numerous others
 - News about breaking headlines, box office results, reviews, trends, production news, features and more
 - Read by executives+insiders, financing companies, producers, filmmakers, casting directors, agents+managers, smart actors and others

- ❑ **The Perfect Fit** – understand when your story will be of interest to these outlets, most commonly:
 - Casting Announcements – TV: large guest star, recurring or regular; Film: strong supporting or leading role
 - News Item – relates to a timely story already happening
 - Notable – something unique/different; never been done; new technology; heightens the industry overall

- ❑ **Wrong Fit** – realize when your story just isn't juicy enough, most commonly:
 - Co-Star roles
 - Profile or 'ever-green' stories
 - Small film festivals
 - Private screenings
 - Single episode of TV show without another news element

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- ❑ **Savvy Approach** – do some homework before you contact them.
 - Go online and search what they're covering
 - Create a Target List of Reporters
 - Find their contact information
 - Know *why* that Reporter specifically

- ❑ **Perfect Pitch** – be prepared to share your story idea.
 - Write a press release
 - Craft an email pitch + bullet points
 - Script a phone follow-up
 - Create social media pitches

- ❑ **Careful Contact** – exercising some restraint is always smart, but don't let that hold you back either.
 - Make sure to state the importance of your story
 - Stick to 3 contact touches; no response means move on
 - Have fresh information to share each time
 - Confirm they're currently working

- ❑ **Extra Hints** – more things to consider:
 - Wait to post on IMDb
 - Offering an 'exclusive' can sometimes help
 - Approach one at a time
 - Be gracious...even if they 'pass'
 - Read the Trades!