



TV PRODUCER AND AUTHOR TERENCE NOONAN WITH TIPS ON LOOKING GREAT AND USING THE MEDIA TO LAUNCH YOUR BRAND

Background:

Four-time Emmy Award-winner Terence J. Noonan is currently an Executive Producer at WUSA (CBS) in Washington DC. Prior to WUSA, he was the co-executive producer of The Morning Show with Mike and Juliet and a senior producer on Life and Style.

Over a fifteen-year career in television, Terence has produced hundreds of successful lifestyle, business, reality, brand, and celebrity segments for such shows as The Rosie O'Donnell Show, Isaac Mizrahi, Ellen Degeneres and All Year Round with Katie Brown.

Terence has a reality show in development and continues to work with companies and individuals on brand development and recognition through media exposure.

Q: When it comes to looking younger, what are some things women can do immediately?

A: I think an updated haircut can do wonders for a woman. I will be out and about and see women on the street and think, “Let me take you for a haircut!” A fresh, hip haircut can take ten years off! I also thinking changing up your makeup with light fresh colors can take off a few years. But one of the biggest mistakes women make is trying *too* hard to look young. By working with your face, instead of against it, you will look much younger. Don't get me wrong, a quick trip to the dermatologist for some botox or restylane will definitely make you look younger, it will just cost you a bit more.

Q: What are common errors with women's makeup?

A: I think the most common mistake women make is wearing TOO much makeup. The key is to appear like you are not wearing any makeup at all. Trust me, keeping it light is better and less is more! Also, one thing that drives me crazy is when women match their makeup to their outfits. I think that look is so outdated, not stylish at all. Wearing a blue dress does NOT mean that you should have blue eye shadow on. Women out there I say “educate yourself and keep it simple!” These days, you can go into any department store

and get a makeup lesson. You might have to buy a thing or two, but you will also get great tips and that's totally worth it. The bottom line is the key to success is in the application, so take some time and master the art.

Q: What are your best tips on pitching an idea to a producer?

A: Pitching is SO important and as a producer I have seen so many good and bad pitches over the years. The key with a pitch is to be concise. I like a pitch that says, "Here is what the segment will look like?" When writing a pitch you need to be thinking, who, what, where, when and why. You also need a great hook. Don't just send a pitch that says, "I have a great makeup artist, dermatologist or new product." You need to have a concept and platform so that the producer can get a vision of the segment and make a decision. The more produced the pitch is, the better chance you have of getting booked. Also, don't make promises you can't come through on. I assure you that will completely turn off producers and really hurt your chances of getting booked. Finally, one pitch will NOT work for every outlet. What might make a great news segment may not be right for a talk show or even a magazine. Tailor your pitch to the audience and don't be afraid to think outside the box. Remember with TV, it's all visual, so always think with your segment, "Will this make a great picture?"

Q: What can someone do to make sure they get rebooked?

A: When it comes to being rebooked on a show, forming relationships with producers is vital. Guests who are reliable and easy to work with will be rebooked over and over. Don't get me wrong, you also need to be on-air and know your stuff, but a high-maintenance guest will not get asked back very often. My very good friend, celebrity stylist David Evangelista, gets booked all the time because he is easy to work with, always says yes and is constantly coming up with ideas that make great segments. Remember producers move around a lot, so you want to keep up the relationship so that you will be their first call when they need a segment. Also, you need to invest some time and even some money in getting media trained. I have worked with numerous experts and learning to be comfortable in front of the camera and how to talk in sound bites and be a great guest is also key to getting asked backed.

Q: Can give us some of the inside scoop on celebs you've worked with ?

A: I worked with Rosie O'Donnell for many years and she is one of the smartest and most creative people I have ever met. She also taught me how to jet-ski, which I might add we did not look stylish for! Kimora Lee Simmons has amazing energy a great sense of style and fashion and LOVES Red Lobster! Ellen DeGeneres is exactly how she appears and is comfortable in her her own style. She doesn't try and force a style that would never work for her. I also worked with Isaac Mizrahi, who has an amazing ability to bring different styles together and think outside the box. He is not afraid to try looks and I think we could all learn from him. Don't be afraid to fail with your beauty and fashion. Take risks and have fun with it!

Q: You recently launched a consulting business in DC working with companies and individuals?

A: I have a variety of clients that I consult with on public relations, strategic marketing and also media training. From a getting a new product attention, to getting your new business on TV or learning how to be a great guest, I do it all!

For more info on Terence and his book “STARRING YOU!”

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