

YOU REPRESENT US ALL

Your look
your words
your message
your attitude
your posture
your facial expressions
your social network posts
and everything else about you
should all be congruent



BE PREPARED

BE ONE HOUR EARLY

- 👉 *Be dressed and ready to walk on set or on stage when you arrive (do not expect anyone to help you with hair or make-up)*
- 👉 *Check on current events before going to the studio or venue in case you're asked to comment about an ongoing news story*
- 👉 *Know the specific amount of time you have been allotted and **do not go over***
- 👉 *Make sure that your message perfectly matches the pitch they agreed to*
- 👉 *Try to avoid taking notes with you*
- 👉 *Put your phone on silent before you enter the studio or venue*
- 👉 **DO NOT LOOK AT YOUR PHONE RIGHT BEFORE GOING ON SET**
- 👉 *Know your subject so well that you can shift if you are asked questions about something else or if you are given more than the agreed upon time*
- 👉 *Have a prepared "re-direct" in the event you're asked something that you are not willing to talk about*

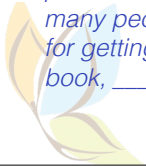


Learn YOUR Re-Direct

EXAMPLE:

Host: *"We've been talking a lot about the epidemic of drug use...have YOU ever used drugs to help you deal with what you've gone through?"*

You: *"That's a great question, Chris. Ice cream is my personal self-medication, but the sad fact is that many people don't have healthy coping mechanisms for getting through tough times. That's why I wrote my book, _____."*



LOOK APPROPRIATE

Find a TV
newscaster
who you
resemble



pay attention to what they wear—color, styles, etc.

Your appearance should NEVER distract from your message