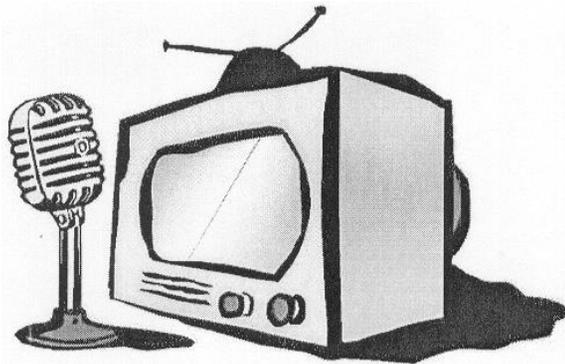




Performing on Television and Radio Shows



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Sources of Contacts

Internet

Gale Directory

Literary Marketplace

<http://www.usnpl.com>

www.radio-locator.com

Book Marketing Matters

www.holidayinsights.com

<https://www.helpareporter.com>

<http://authorskypetour.livejournal.com>

<http://www.christianauthorsontour.com>

<http://spiritauthors.com/tag/virtual-blog-tour>

Before going on any show, know...

Your Material
The Show
The Host
The Audience
Yourself
Your Objective

Practice

Know Your VOICES

Create a one-sheet and a
voice-mail message

Special Hints for Radio Call-in Shows



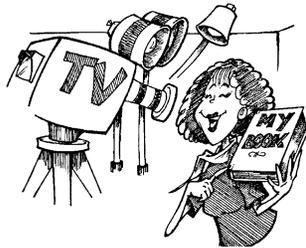
- o Before the show, ask friends and relatives to call in.
- o Use a headset if offered one.
- o Keep a note pad with you. As the caller gives his or her name, note and mention it.
- o You may find it helpful to rephrase the question.
- o If you are asked two questions simultaneously, choose the order in which you will answer them.
- o Always be courteous and never belittle a caller.
- o Make each caller sound important. If appropriate, remark, "That's a good question."
- o Remember your agenda and do not allow yourself to be led astray.
- o Visualize the caller and talk to him or her. Make it sound as if the two of you are sitting in a living room having a friendly conversation.

Special Hints for Radio Telephone Interviews

- o As you agree upon the time and date with the producer, confirm your time zone.
- o Do not use cellular telephones and do not ask the station to call you on a line with call waiting.

- o Have a specific area set aside for telephone interviews.
- o Nobody will say, "You're on the air," so always assume the microphone is hot (live).
- o Go along with the hosts who want to give the audience the impression that you are in the studio.
- o In order to create a prestigious image, you will be introduced as the expert on your topic.
- o While you are on hold, either before you begin the interview or during a break, you will hear the station's regular programming. Listen for key points to which you can refer later.
- o Give your ears a rest.
- o Before a long show starts, ask when breaks will occur and how long each will be.
- o Keep water nearby and drink it generously, but only during breaks.
- o Keep your list of questions and answers in front of you.
- o Make notes as you speak to remind yourself of what you said earlier.
- o Write the host's name phonetically at the top of your note pad.
- o Sit in a comfortable, quiet chair. Try standing as you speak.
- o Keep a mirror in front of you as you speak. Keep a smile on your face and you will have a smile in your voice.
- o Do not schedule telephone interviews too closely together.
- o Rarely will you get bumped, but it can happen. If so, be polite and reschedule your show for another time.

Hints for Performing on Television



Delivering Your Message Visually

- Use makeup to hide or accentuate certain physical features.
- Have your hair cut to your specifications two weeks before your appearance.
- Sleep well the night before so your eyes do not appear bloodshot.

Dress to create the image you want

- Choose clothes that will not distract from your message.
- Look the part you are trying to convey.
- Wear something on which you can pin a microphone.
- In general, dark colors are best for suits, and blue is a safe color. In all cases, avoid solid white.
- Men should wear over-the-calf socks and pants long enough to cover them when you cross your legs. Women should not wear a short skirt that might ride up during the show.
- Wool may cause you to perspire more.
- Accessories should be simple, not distracting and quiet. Use them to complement your intended image.
- Glasses may be worn if needed to read. Photosensitive eyeglasses turn dark under the lights and may portray a sinister image. Do not wear them unless they are part of your identification.

Body language

- Slumped posture can contradict your assertions of self-confidence. Sit up straight at all times.
- At the same time, be seated comfortably with your forearms placed on the arm rests.
- Use your hands strategically and naturally. Do not use quick, stiff, contrived gestures, but practice making smooth ones that appear spontaneous.
- Use your fingers to tick off points or emphasize your agenda items. Point your finger only to direct focal attention, and never at the host or camera. And do not touch your face.
- Do not look into the camera as you answer the interviewer's questions.
- A close-up camera shot will exaggerate your eye movements, so do not dart or blink quickly.
- Some shows use more close-up shots than others. If your target show uses tight camera shots, remember to gesture more slowly and minimize dramatic facial expressions that are unbecoming in a close-up.
- Combine eye communication with facial and head movements. For example, if you must bear down upon another panel member with sustained eye communication, smile as you do so to thwart a negative response from viewers.
- Read the host's body language to know when it is time for a transition.
- Relax and enjoy yourself.
- If you have props or visuals that will strengthen or clarify your information, use them.