



Facing the Camera

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Art of giving bytes (PREPARATION)

- Bilingual press release
- Needs of TV & Print are different
- Decorate room accordingly
- Avoid white background behind your chair
- Avoid small rectangular room



Art of giving bytes

- Keep at least one flowerpot in the room
- Allow the crew to make temporary changes
- Try to give bytes where crew wants

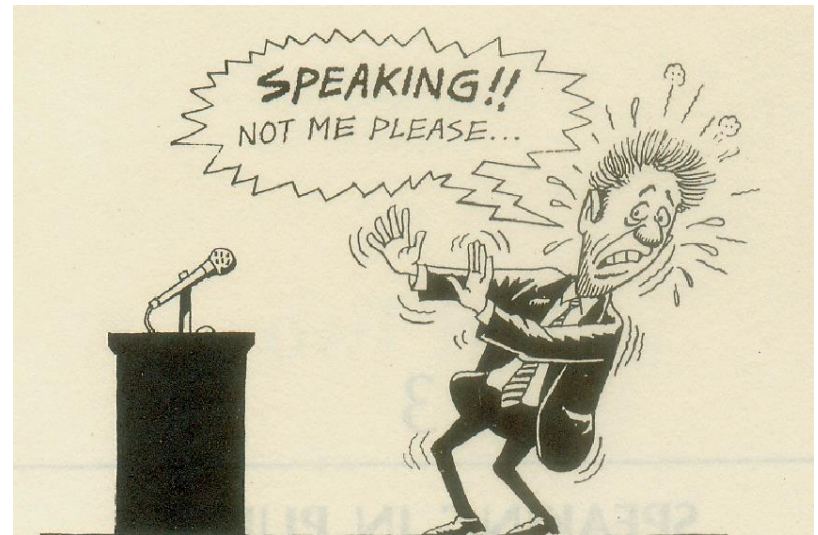
Art of giving bytes



- Change clothes before crew arrives – taking cutaways
- Avoid white shirt/ close stripes/overcoats

Art of giving bytes

- Don't insist for a lapel instead of a gun microphone.





Art of giving bytes (DO THE HOME WORK)

- Ask the reporter what byte he wants exactly (The story angle).
- Confirm the tentative duration.
- Let him read the Press Release before the recording.

Art of giving bytes

- Must recognize the beat correspondent/reporter.

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Q: How to recognize a war correspondent?

A: By his badge.

Art of giving bytes (KEEP IN MIND)

- Give at least bare facts
- Differentiate between OB and a Byte
- Confirm if your BOSS has already given the byte on the same topic!!!!!!



Art of giving bytes (SHOW CONFIDENCE)

- Avoid tension.
- Even if it is there, don't reveal.





Art of giving bytes

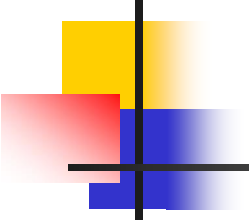
- Learn the art of giving a positive news in a story form.
- Give them “And Finally” story on a lean day.



Success Mantra

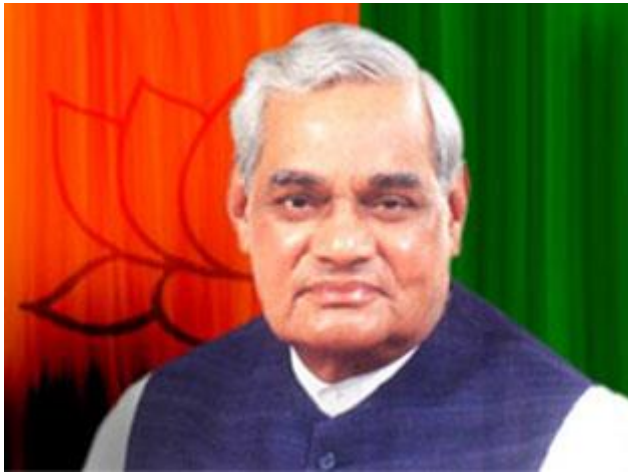
- While 10 seconds is the goal, radio and TV often use bites that are 20 or 30 seconds. Just remember that a 10 second bite makes the reporter's job much easier.
- It also gets you labeled as someone who is media friendly.
- This means that you will be at the top of the list when a reporter needs an expert to comment on a story you are qualified to talk about.

ART OF giving bytes (DURING THE RECORDING)

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-
- Difference of 'looking room' (film and TV)
 - Looking straight into the camera
 - Control over facial expressions
 - Proper pauses (no pause problematic during edit)

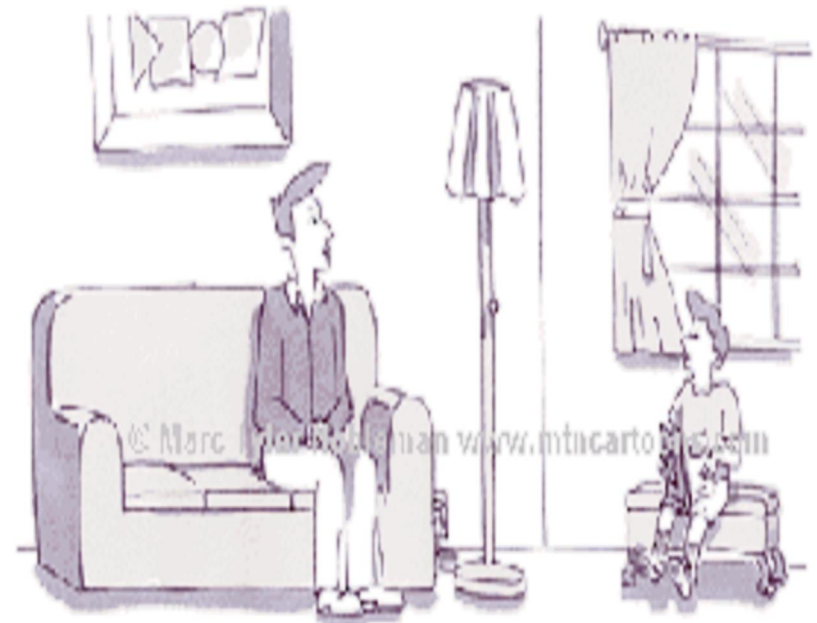


Pace matters...

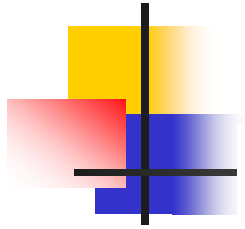


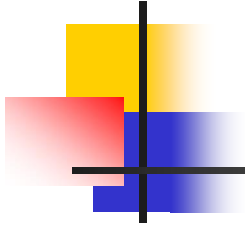
Art of giving bytes (MENTAL PREPARATION)

- Avoid giving obvious bytes

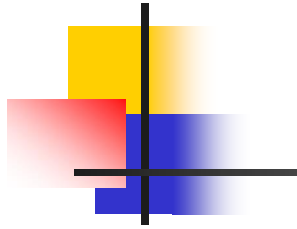


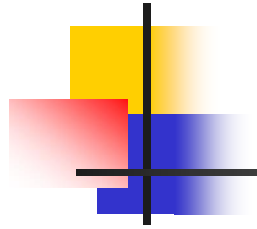
"When I was your age, I was also eight."





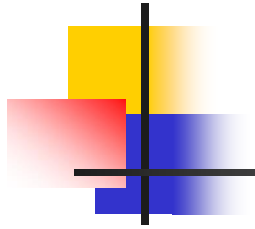
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- Try again.





Crisis communication

6 tips



Tip # 1

Communicate facts
openly and
continuously



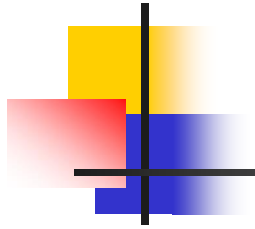
Communicate as detailed answers as possible to these questions:

- What happened?
- When did it happen?
- Where did it happen?
- How many people are involved?
- Where are those people now?
- How dangerous is the situation?
- What happens next?



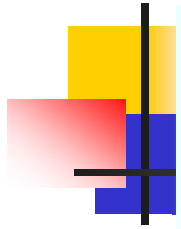
No news is often worse
than bad news.

Therefore, it is important
to **communicate**
continuously.



Tip # 2

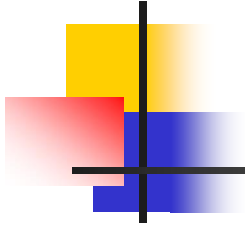
**Listen to what people
are saying on
social media**



facebook

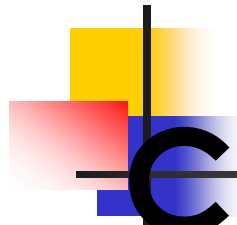
Google +

twitter



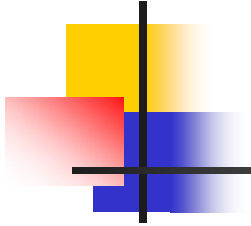
Tip # 3

Decide on
ONE GOAL



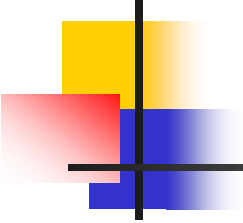
Choose one and only one goal. Be very clear about what that goal is.

Carlos Ghosn



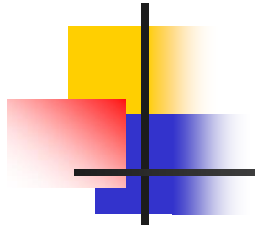
Tip # 4

**Prioritize
information**



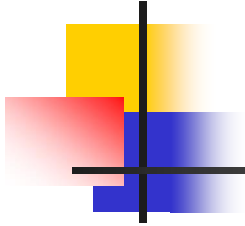
Tip # 5

**Make a decision
when a decision
made by you
creates added
value**

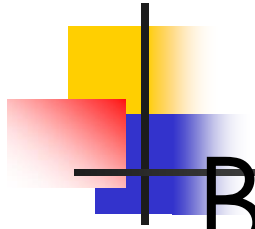


Tip # 6

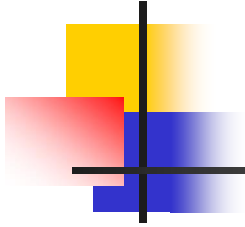
**Delegate decision
making power when
it creates more value
to do that**



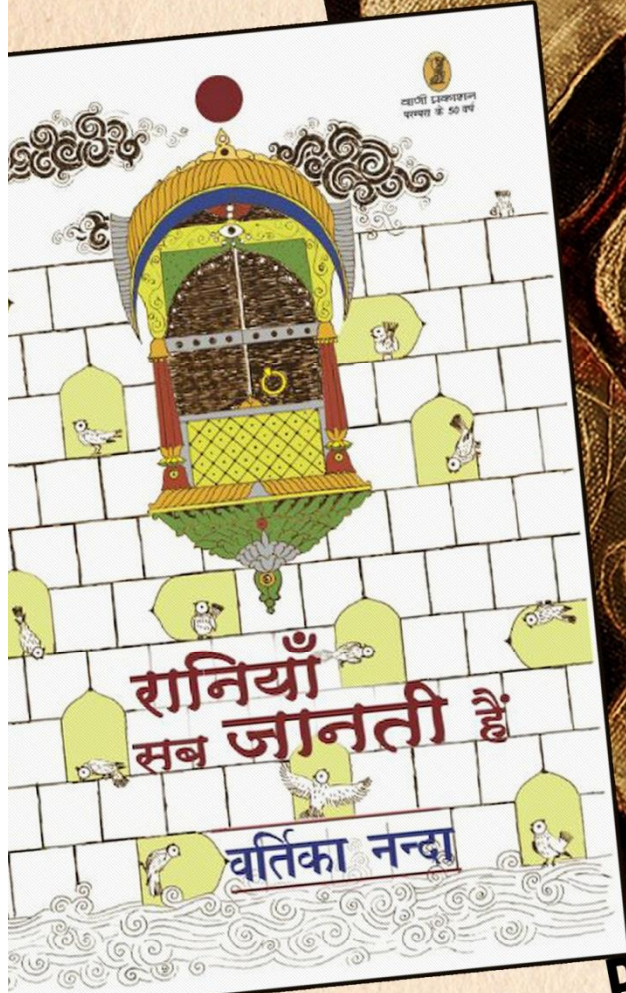
Delegate decision making power to people who are **closer to the crisis situation** and therefore better able to make the right decision.



Be ready to divert from the plan when you need to because uncertain factors influence the situation

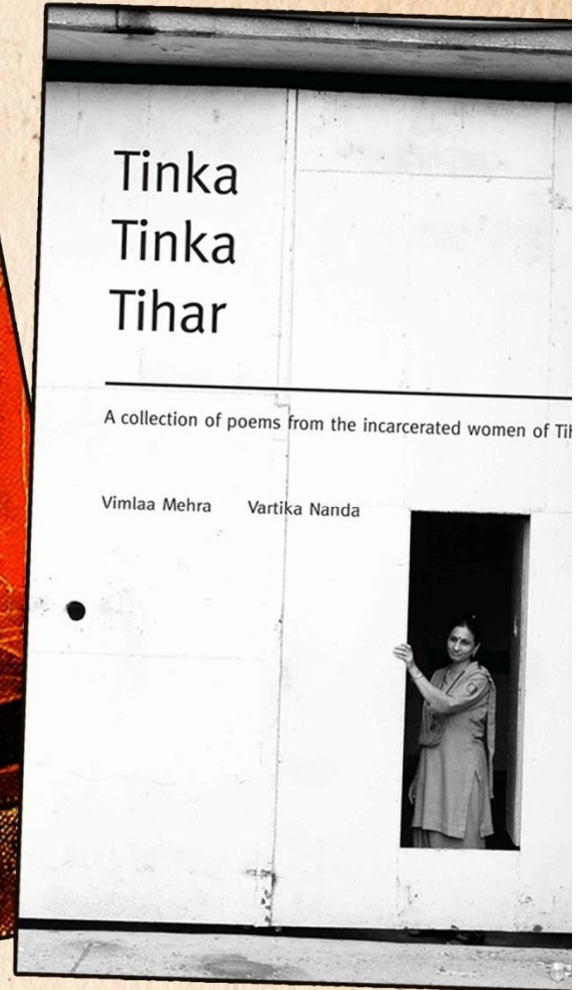


Admit mistakes.
Only then can
you fix them
immediately.



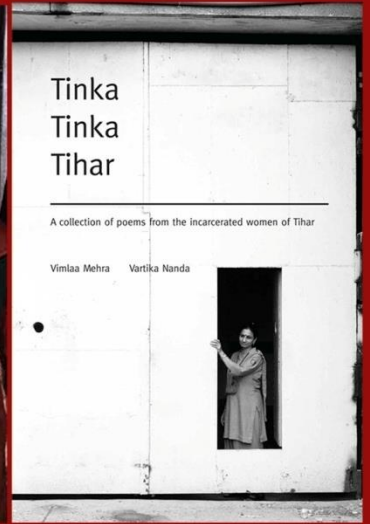
NI: 2015

महिला अपराध केन्द्रित कविताएँ
RAJKAMAL PRAKASHAN: 2012



RAJKAMAL PRAKASHAN: 20







With Gratitude

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