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Use our **LAFF BIG™** Steps to Success for Media and Televised Events:

L – Lighting: Lighting must be flattering and favorable when you stand at the podium or your speaker's spot. Poor lighting can make the most attractive subjects look demonic.

Bring in flattering lighting if necessary so you look your best. You want to be brightly and attractively lit, no bad shadows or reflections. Or hire a good video company and have them bring in professional lighting so you'll look polished for the TV crews who are also in attendance.

A – Audio: Eliminate background noises and the possibility of noise interruptions and distractions, planes overhead, distracting conversations, traffic noise. It's much easier to control audio variables indoors. Outdoor venues are always risky for a variety of reasons.

How and where will microphones be placed? Good audio is extraordinarily important to the effectiveness of your presentation. Will TV crews that arrive late be relegated to the rear of the room and their own shotgun microphones? That's a weakness. Can they shoot from the side up front? Prepare for surprises.

Check and recheck the audio with your prepared text, a poem or speak the words of a favorite song. Get accustomed to the sound of your voice through the amplified systems. As you test, play with the sound of your voice and the sound system. "Testing, testing 1, 2, 3" is not adequate preparation.

F – Framing: Framing is challenging in 16 by 9 digital formats. Fill and balance framing attractively with your speakers and scene. Close ups are more personal and build audience connection. How will the footage be used? In 4:3 formats, YouTube? Don't lose the speaker in large long distance frames.

F- Foreground: Keep your foreground clear for TV and video camera placement, audio, lighting and electrical access. Plan where you want the TV cameras located, make room for them with the appropriate electrical and audio access. Avoid blocking the view of large sections of your audience and don't let the audience block the camera's view. Cameras are often placed in aisles or to the side up front.

B – Background: Select a simple, attractive non-distracting background that conveys and affirms the tone and message you want to project. Flags are essential for political events. You want viewers focus on you, not what's behind you. What background can you use to help convey your message?

I - Intent and Interest: Specifically, what do you want to achieve with the event and appearance? Commit your goals and plan in writing. Why should the audience and media care? What will you do to captivate and hold interest? Plan sound bites, catchy quotes and memorable moments.

G - Genre: What are people accustomed to seeing at this sort of event? Give them visual cues to orient them quickly so they are not confused or distracted by other thoughts. Be creative with your presentation and delivery, bland in your set ups and surroundings. Do not distract or confuse your audience visually.