

# Television and Video

Television and video are the most difficult medium for effective expression and communication. Even with the ubiquitous nature of the internet, people still turn to television and online video for news and information. To be perceived as credible and authentic, it is essential to have a basic understanding of this medium and the actions you and your executives can take to overcome potential pitfalls.

## Example

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Our clients frequently make television appearances on shows such as CNBC and Bloomberg to provide expert opinions. They have appeared on network news, FOX, CNBC, Bloomberg, The Dr. Phil Show and others. The principles of Center Stage help them master television and filming. They become more comfortable, confident and effective on television talk shows and interviews.

The Bloomberg logo consists of the word "Bloomberg" in a white, bold, sans-serif font, set against a solid black rectangular background.

## Center Stage Tip

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Since you never know when someone might call you for an opinion, you must be ready in advance. No one can predict when a crisis, tragedy, or unexpected event will arise. In order to prepare yourself, you must understand the challenges of restricted space, camera limitations, nonverbal nuances, and how to answer unsettling questions. With Center Stage under your belt, you will be ready.