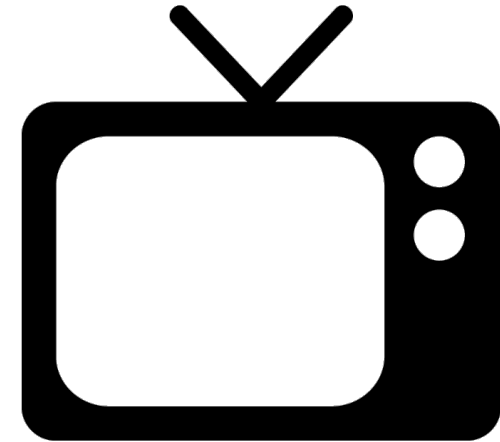


Since the COVID-19 Outbreak

87%

of broadcasters said they
were open to interviewing
brand spokespeople



61%

of **communicators** were surprised at
how open broadcasters are to
interviewing brand spokespeople

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83%

said COVID-19 has made it
more important for an
organization's **spokespeople**
to be interviewed on TV

81%

said COVID-19 has made it
more important for an
organization's **CEO** to be
interviewed on TV

52%

of PR people have increased efforts
to get the spokespeople at their, or
their client's, organization on
television

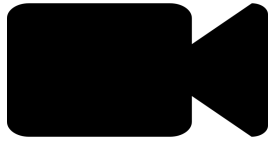
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Only 37%

feel they're optimized for the
technical changes required to
provide the best video & audio
quality for a live interview

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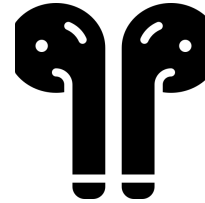
CEO Proof Tips



Make sure the camera lens is at your eye level. Look exactly at the lens when interviewing



For the best lighting be in a room that is evenly lit



To get the best audio quality and look use wireless earbuds

Most Important Tip:
Test Everything in Advance

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Need some help getting ready for an interview?

D S Simon Media is providing free tech checks to help make sure spokespeople deliver the best audio and video quality for their next TV interview.

Doug Simon

Email: dougs@dssimonmedia.com

C: 917.952.7007

