



**LIGHTS
CAMERA
EXPERT**

7

THE PERFECT SEGMENT

Producers have a checklist to decide whether or not a segment will work for their show. They are very selective and only so many story ideas can make it through to become an actual segment.

Here are some of the things producers have to consider:

Demographic

Simply stated—who is watching the newscast? It is important for you to know who the viewers are so you can pitch an appropriate segment. For instance, most noon newscasts have a largely female viewership—including lots of moms. So producers and advertisers plan accordingly. Watch some of the commercials during a particular newscast—that will help you understand who they're targeting.

Anchors

They are the face and center that holds the show together. A producer's job is to make them look good—at all times. That means they need to book segments that showcase their strengths and interests—and pass on the ones that the anchors do not like. Make sure to pay attention to the anchors in a newscast and take notes. Your pitch could stand out if you obviously did your homework about the anchor.

A counterintuitive hook

A segment that raises eyebrows and gets more viewers. You don't want to pitch the same old tips like, "pack nuts as a snack." Everyone has heard that tip. It's a good one but it's overused. Take a different approach. For instance, we all think that optimistic people are happier and more resilient. But a good expert will tell me there are some key benefits to being a pessimist. Huh...interesting, right?

A memorable guest

That's you! An expert who gives clear takeaways and makes the information relatable is always a homerun. And the better you are, the more likely you get invited back.

Takeaways

A takeaway is the benefit to the viewer. Literally, what does a viewer take away from the segment to improve their lives. You know, that stuff that you can bring up at a cocktail party—like, did you know that green tea can help you lose weight? When you're delivering content—be sure to include something that will stick in viewer's heads and get them to make a change that can change their lives.