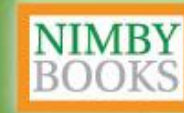


Good Morning Friends !

T S Sudhir

- 1992-1994 : The Economic Times
as Business Correspondent
- 1995-2011 : Editor (South) with NDTV
- 2011-2012 : Editor,
The South Reports & Tenali Rama Reports
- 2013 : Editor (South)
TV Today Networks

Westland Ltd, Nimby Books
and Landmark
celebrate the launch of



The author, **T S Sudhir**
will be in conversation with

V. Radha, IAS

and

Pullela Gopichand, National Badminton Coach

on

Grooming Future Champions

moderated by **Uma Sudhir**, Resident Editor, NDTV

on Saturday, **14th July 2012 at 6:30 pm**

at **Landmark**

6-3-1112, KMC Retail Mall, Somajiguda, Begumpet

RSVP: Abraham 9030006274



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THE SAINA NEHWAL STORY



BY T. S. SUDHIR

NORTH
BOOKS

Civil Society

Go for **GOLD**

THE SAINA NEHWAL STORY



What does a journalist look for?

**` ` No news is good news.
No journalists is even better. ` `**

**` ` They kill good trees to put out bad
newspapers"**

~ A quote in the Newsweek in 1982

**` ` Television has a real problem.
They have no page two.**

**Consequently every big story gets
the same play and comes across to
the viewer as a really big,
scary one."**

~ Art Buchwald in 1969.

Understanding the media and the mediaperson

How to deal with a journalist

- ◆ Do not stonewall him
- ◆ Do not act inaccessible
- ◆ Befriend him
- ◆ Don't try to manipulate him/her
- ◆ Understand his/her professional requirements

Print and TV media are very different

On TV, what matters is :

- ◆ Your body language
- ◆ How you are dressed
- ◆ Eye contact
- ◆ Subject knowledge
- ◆ Ability to articulate

In the event of a crisis.... Different situations could be :

- ◆ An accident has taken place at your site of operations
- ◆ If the news is false
- ◆ Character assassination
- ◆ The news is true but it is embarrassing to you
- ◆ Reporter or media house blackmails you

Boring press releases : NO NO NO

Power of social media and your website

**Thank you for your time and
patience**