



BARRY NASH  
& COMPANY



**Tips to Inspire Viewer  
Trust and Loyalty:**

**Because the Stakes  
Have Never Been  
Higher**



# Our world needs journalists who can perform as powerfully as they research and write

**NOW MORE THAN EVER.**

Journalism is a call to truth-telling, and truth-telling has been under sustained attack. Its enemies are organized, talented and relentless.

The best defense is professionals who know how to present the truth even more powerfully, even more effectively, and even more relentlessly than those detractors.

**Because you can't separate the message from the messenger.**

**When you care about your message breaking through, getting your delivery right is as important as getting your facts right.**

My name is Barry Nash, and my team and I have been coaching TV news talent for over 40 years – in local markets of all sizes and for domestic and international networks like NBC, MSNBC, ABC, CBS, ESPN, CNN, Bloomberg, TVA, 2DF and TVNZ.

Anchors and reporters we have coached have been our greatest teachers. We've learned – and continue to learn every day -- about what works best by watching them do great work.

**We keep record of what we've learned matters most in TV HeadCoach®, our coaching app for TV news professionals. From our Best Practices library there, here are 5 tips I know will help you perform in ways that inspire viewer trust and loyalty.**

These examples are research-driven and come from decades of experience studying and coaching what viewers value most in news, sports and weather talent.





# 1 Free yourself to move and gesture.

There is a profound relationship between the way you use your body and other critical dynamics of delivery.

Research has shown that when you move you use more facial expression. You're also likely to speak more conversationally because people use gestures to manage the rhythm of speech. Even your brain works better. Constrain your movement and your memory shrinks along with your ability to use language creatively.

## THE REASON FOR ALL THIS?

Scientists think it's because the brain's ability to form language literally evolved out of movement. Constrain the body and you constrain the brain as well.

**Whether we can see your movement or not, work to use your hands almost as much when you read as you do when you're engaged in conversation.**

Gesturing helps most people read with a rhythm that's driven by thought and idea and not simply by punctuation. For that reason, it's important even if your hands can't be seen in the shot. It's important even if you're tracking and you can't be seen at all.







## 2 Sitting or standing, angle your body toward the center of your shot.

**WHY? BECAUSE THIS IS GENERALLY THE MOST POWERFUL WAY TO POSITION YOURSELF.**

It gives you easy access to the camera and to anything you want to reference in the space behind you. It makes you active -- as opposed to looking like just another posed and stiff piece of set decoration.

It's easy to move your attention from camera to colleague to screen. The things around you are tools you're using to tell a story or make a point. It makes you seem at home in the space and comfortable making full use of it.

And if you have a co anchor, it makes your body language look inclusive of them and reinforces the idea that you are working together.





## Just Take a Look:



The reporter stands at an angle that makes it easy for him to address the camera and reference the imagery on the screen behind him. You can watch the segment [here](#). (Chris Chmura, NBC Bay Area)



These anchors sit angled in a way that makes it easy for them to both address the camera and reference each other, reinforcing the impression that they are always aware of each other and working together. Watch this team work together [here](#). (Raj Mathai and Audrey Asistio, NBC Bay Area)



This anchor and reporter use the same approach on their feet, working at an angle that gives them easy access to the camera, each other, and the material they are sharing on the screen behind them. Watch this great example of collaborative conversation [here](#). (Raj Mathai and Chris Chmura, NBC Bay Area)



## 3 Use all the notes in your voice when you speak & read.

For various reasons, news talent often attempt to change their voices for their on-air work.

Most commonly, people with relatively high voices try to force their voices lower, believing that a lower voice will somehow communicate more authority and credibility.

However, most often their delivery sounds forced, unanimated and unnatural.

**Research has shown that high activity in the voice is as critical to credibility as high activity in the body. It adds the “sound” of leadership.**

It's important to strive to use all the notes in your voice, high and low.



## 4 Calibrate your volume to your circumstances & to the distance of the shot.

Volume is the “language” of connection. While speaking louder or softer than necessary has its place, it is not something to do when you are interested in connecting with someone.

Resist the temptation to project your voice as if you're half a block away when the shot makes it look like you're three feet away.

**When you really want to connect with another person, speak at exactly the volume level you need to “reach” them. No more and no less.**





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## Structure your leads to support an “animating point.”

Facts are much more likely to inspire interest when viewers can sense that the facts are leading to something – and that the “something” interests you.

If you start by deciding the one thing that most animates you – or the one thing you most want viewers to remember – you’ll plant the seed your mind needs to organize your delivery with a sense of real purpose.

**Never expect that viewers will be more interested in your story than you appear to be.**

The more the viewers sense that what is coming really interests you, the more likely it is that they’ll feel motivated to hear more.

Over and over, viewers tell us in research that the talent they trust the most are the talent who care the most. Want me to believe your work is important? It starts with delivery that proves it’s important to you.

