

Media Trainer #1

Professional media trainer for many years. Divorced with children aged 5 and 7 (two girls). Expensive habits but in general no real life. Really wants to convey an image of "being a pro".

Quickies

1. Usually had more significant clients, but not after THE MISTAKE. Subsequently very restrictive, nervous that the contestants won't have what it takes to be on national TV.
2. Whenever you talk to someone, try to give them the feeling that you are really listening to them. Encourage them, give nods, hmms, indications. Flatter them. It is almost as if you were sitting in their laps.
3. In your mind, you are responsible for finding out if anyone of these fine people couldn't cope with the enormous stress of being exposed on TV, and if so to prevent them from being there.
4. Used to talking to rich clients with status and not used to being the professional coming to the kitchen of an ordinary person.
5. Try playing down your personality, this usually works very well with the old and famous clientele.
6. Never worked with Media trainer #2 before. Can't even remember the name.

Start with the questions from the log and strike up a short conversation around the subject. Watch the clock, and try to poke at any areas that feel fragile.

Media Trainer #2

Pretty inexperienced. Really wants to be a REAL practicing psychologist, but this will do for now. No real pride in the job; if it can be fun, try to make it so. They're all a bunch of losers anyway. I mean, who in their right mind would want to do something like this?

Quickies

1. First time working with Media trainer #1. Eager to find out more about that person, who looks familiar. You want to look good in front of him/her to get ahead.
2. Pretty careless about the job.
3. Try to break them. If you can't do that, then they're probably solid enough to go on TV. If they break, bail out.
4. Try leading the conversation to more interesting subjects. This could be anything depending on the situation and profession of the interviewee.

Start with the questions from the log and strike up a short conversation around the subject. Watch the clock, and try to poke at any areas that feel fragile.