

Michigan Entrepreneur Television Frequently Asked Questions

1. What are we looking for in prospective program guests?

While there are many factors that go into creating an interesting program, here are some things we're specifically looking for:

- Great attitude, smile, and sense of humor that is evident from the first time we converse.
- Comfortable sharing something of your personal side with viewers. Our audience wants to know what it's really like to be an entrepreneur. Do you work 24/7? How does this lifestyle affect your family? Have you ever thought of throwing in the towel? Is it really as glamorous as it seems? A willingness to share openly and honestly about your business is an important factor in being selected as a guest.
- Articulate and comfortable in front of cameras.
- Comfortable with going with the flow. We don't do re-takes. We tape the show through, from start to finish, without stopping. While you'll have a general sense of the questions I'll be asking, nothing is scripted.
- Your business must have been started by you and based in Michigan. No franchises please.
- You have something remarkable to share about your business -- the nature of your product or service, your customer approach, how you serve the community, or who you do business with. I'm looking for businesses that are highly creative, edgy, and which create value in our personal and professional lives. I especially like technology companies. Your company can be anywhere along the spectrum, from start-up to stellar. We're especially interested in businesses with 5 or more employees and looking to hire more.
- If you're not a business owner, but are representing an organization that promotes, supports, or consults to growing businesses, we also want to hear from you. This would include Ann Arbor IT Zone, Automation Alley, faculty and students from Michigan business schools, and other Michigan-based organizations that are playing a role in supporting entrepreneurs in Michigan.

2. How do I apply to be a guest?

- **Complete the application form located on the resources page.** This should take approximately 15-20 minutes; use bullet points and please don't worry about it being perfect. I need this information to understand more about you and your business, as well as to design the interview questions. If you have media questions of your own, please include them with the application.

Email the application to contactmetv@michiganentrepreneurtv.com. Include METV Application in the subject line. You will receive an emailed confirmation stating that your application has been received. If you have marketing collateral, articles, a book you've written, product samples, customer success stories or any other materials you would like us to review, please send them to the address below. These materials will not be returned.

Mailing Address:

Tara Alexandra Kachaturoff
P.O. Box 563
Birmingham, MI 48012

- We will review your application. If we think there is a possibility to invite you as a guest, we will contact you for a brief telephone conversation to discuss you and your business.
- After evaluating the application and the telephone interview, I'll make a decision. Due to the quantity of applications that we receive, we might want you to appear, but we may not an opening. In that case, we'll keep your application for future consideration.
- If you are selected to appear, I'll provide you with some interview questions. I will also invite you to add some of your own; however, I cannot guarantee which questions will be asked. In any case, please don't rehearse your answers ahead of time so we can preserve the energy and spontaneity of the interview.

3. What is it like at the studio?

There will be three cameras, one on the right, left, and in the middle. There will be two camera operators, operating the right and left cameras, with the middle camera stationary and unattended. The seating area consists of two chairs with a small table between them. In the background will be a sign with the name of the program, Michigan Entrepreneur, as well as a glass pillar and tree on either side of the set. There is a blue curtain in the background.

One of the camera operators will act as the floor manager. He or she will be responsible for giving me hand signals throughout the taping.

The program director will be monitoring the equipment from his workspace, located inside of a glass walled office.

We will be in the recording studio for approximately 40 minutes. We'll sit down in our chairs at the top of the hour and get mic'd up. Then we'll start and we'll go from there. After I receive the cue to wrap things up, I'll finish our conversation and conclude with a few closing comments. Please stay seated until you're given the "all clear" signal, as cameras will continue to tape as the director runs the credits. No one will be able to hear either of us speaking at that time, but just in case, let us keep the conversation on topic until I receive the signal that we're completed.

4. I have to reschedule my taping? What do I need to do?

Call Tara Kachaturoff immediately at 248.723.1926 if you need to cancel. We would like you to keep your original appointment with us as it takes a lot of time, money, and resources to schedule a taping. If we cancel the spot we've reserved for you, we cannot guarantee a future appearance. Unfortunately, it takes several weeks to schedule guests and the time at the studio.

If you think there is any reason why you cannot keep your appointment, please do not consider being a guest. We typically tape three programs in a row and anything that disrupts that schedule will cause difficulty for the staff and volunteers working on this program.

5. Where is Michigan Entrepreneur taped?

The television station is located at:

Bloomfield Community Television
4190 Dublin Road
Bloomfield Hills, MI 48303-0489
Telephone for BCTV only: 248.433.7790
Website: www.bloomfieldtwp.org

More information about Bloomfield Community Television is available at <http://www.bloomfieldtwp.org/Services/cable/OverviewCable.htm>

6. What do I do when I arrive at the studio?

Check in at the front desk with the BCTV staff. You will be directed to the “green room” where you will sit down with the producer to fill out the Standard Release form and to review some of the details before going in to the studio.

7. How long should I expect to be at the television station?

Plan to be at the studio for approximately one hour. Arrive 15 minutes prior to your taping to complete paperwork and to review details with the producer/host. All tapings begin at the top of the hour. For example, if you’re scheduled for a 9:00 a.m. taping, plan to arrive by no later than 8:45 a.m.

8. Do I need to bring anything with me to the taping?

No, you don’t need to bring anything special to the taping unless you have something that we both agree upon to show to viewers as part of the interview. You can bring pictures or video. You can bring physical pictures, photographs, or objects related to your business. If you have digital pictures that could possibly be shown on the video while we are talking, they must be submitted on a CD in jpeg format. Video must be of good quality, either VHS, SVHS, MiniDV or DVCPRO. We cannot guarantee that your materials will be included in the taping.

9. What should I wear?

Avoid wearing solid white, certain colors of blue (**our background is blue**), and clothing with strong patterns. Business attire or business casual is appropriate. No jeans or shorts, please. A small mike will be attached to your clothing.

10. What is the Standard Release Form?

In order to appear on Michigan Entrepreneur, you will be required to fill out the following form when you arrive at the studio, which seeks your permission to record your likeness and voice.

Standard Release Form

<http://www.bloomfieldtwp.org/forms/PDFForms/BCTVStandardRelease.pdf>

11. I want to order an additional DVD or VHS recording of the show.

You can purchase tapes of any of the programs produced by BCTV. Use the following Dub Request Form for your order:

Dub Request Form

<http://www.bloomfieldtwp.org/forms/PDFForms/DubRequestForm.pdf>

12. I purchased a DVD of my program and I would like to convert it to streaming video so I can add it to my website. Can I do that?

Yes, you can. However, you are not allowed to charge a fee to access the recording.

13. I want to make copies of the DVD or VHS tape. Can I do that?

You may make copies of the program only after receiving written permission from Leslie Helwig, General Manager of BCTV. You are not the owner of the copyrighted program so requests to make copies must be reviewed and approved.

14. Am I allowed to sell the DVDs or VHS tapes?

No, you do not have the right to distribute these materials for a fee. You are not the copyright holder and, therefore, have no rights to the material except to copy them, and that is only granted after you receive written permission from Leslie Helwig, General Manager of BCTV. Once you receive her written permission, you may distribute copies of the program, free of charge, to prospects, customers, or clients.

15. I still have questions. What do I do?

If your questions have not been answered here, please email me at contactmetv@michiganentrepreneurtv.com or call me at 248.723.1926, Monday – Friday, 9 a.m. – 4 p.m. I will provide you with an answer within 24 hours.