

# HOW YOU CAN ROCK

an e-book by



quencie thomas

# THE RED CARPET

Congratulations!

I am excited that you have purchased “How You Can Rock The Red Carpet” e-book. I have had the pleasure of covering many red carpets, and have interviewed hundreds of celebrities. If you are looking to break into the entertainment industry as a celebrity interviewer, then this book is what you need. My intention is to provide you with the do’s and don’ts of the red carpet. I will also give you some of my personal experiences.

Please check out my interviews by visiting Quencie.com and join my Facebook group:

<https://www.facebook.com/groups/QTees>.

I will be providing more insights into the world of celebrity interviews, so be on the lookout for more e-books.

Are you interested in interviewing celebrities on the red carpet? Do you have a knack for connecting with people and getting them to open up about their lives and careers? Do you have an outgoing personality? Do you have the “IT” factor? Well, being an interviewer on the red carpet could be just the thing for you. Now, the first thing you must know is, having a college degree in journalism doesn’t guarantee that you’ll make it to a red carpet. It does help you with your writing and communications skills, but it really is more about who you know. That’s the Hollywood way.

The first step to getting on the red carpet is establishing a relationship with managers, publicists, artists, and movie companies. You’re probably asking, “How do I do that?” Well, believe it or not, an email can go a long way. For example, look up the publicists for some of the events that you’d like to attend. Find out who the publicists are for some of your favorite celebrities. Most information should be online, and with the click of a button, you can find their contact information. Send an email saying that you would like to cover their upcoming event. If they respond, some will ask you to fill out a media credential form, some will ask you about your audience size and demographics, and some will ask you how you plan to promote the event.

Now, let me go back a few steps. Do you have a website? Do you have a blog? Do you have an audience? Are you on social media? All of these things are imperative to covering events on the red carpet. It's great that you want to cover the event, but you can't cover an event just for the sake of covering it. The publicist or management want something back in return – coverage and promotion of the event on your website and social media. Most times, they will request a link of your coverage. And if you don't provide that, it could jeopardize you working with them again. So, make sure you have a website/blog and a great social media presence. If you don't have a website/blog, I recommend sites like Wordpress, Wix or Squarespace. You'll be able to create great looking sites and at an affordable price. As big as this industry is, it is also very small. I know that sounds cliché', but when you attend events, you typically see the same people over and over again. So, make sure you have your stuff together and professional looking as possible.

Ok, now with that said, let's move on. You **MUST** be prepared on the carpet. Sometimes, you are given a tip sheet on the carpet. That's basically a sheet that states who will be on the red carpet and a little information about them (i.e. name, brief bio, movies, awards, etc.).

You may also receive information about the guests in an email prior to the event. This is very helpful because you can do research about the celebrity beforehand. However, this can be very tricky. Typically, the email that you receive may say “invited guests” and not “confirmed guest.” So, if you spend a lot of time researching the invited guests, you may be wasting your time. A lot of times, these people do not show up, or they may choose not to walk the red carpet. The best thing to do for a red carpet is to always have 2-3 generic questions that you can ask anyone. For example, you may ask, “Why is it important to come out and support \_\_\_\_\_?” This question can be applied to anyone. If you have researched people and they do show up on the carpet – that is great! The more you know, the more that celebrity feels connected and impressed. Let your research SHINE!

Are you interested in asking questions for print, or do you want an on-camera interview? It’s very important to know what you want to do beforehand. If you are just doing print, then you can get away with just a recorder. But, if you want an on-camera interview, you need a videographer. I have seen people who have an interviewer and a videographer, like myself. But, I have also seen people who are a party of one and do everything by

themselves. I don't really recommend this because you really do need help. Red carpets are sometimes a hustle and you should really focus on one thing at a time. And if asking questions is your thing, that should be your main focus, and not adjusting camera focus or angle as the celebrity walks up. I also feel that you should have great equipment. That means – invest in yourself. Get you a great high-def camera, microphone with a professional mic flag, camera light and a monopod/tripod. If you work with a production company, make sure they have great working equipment as well. You always want to look very professional. And, trust me when I say this, people really do notice!

How do you decide who you want to interview on the carpet? Well, you usually have your list of people you want to talk to before going. But those publicists can be very pushy. So beware. You may end up talking to a bunch of people that you don't know and are not interested in. A cool trick, and this is not to be mean, is to put your mic down and turn your back away from the carpet. No offense, but you really cannot interview everyone. You have to be mindful of a couple of things: battery life and memory. The more people you interview, the more battery and memory you use. Next thing you know, you'll be out of memory space and your battery

is dead. And, the person that you really wanted to interview is walking right pass you because you are changing out your battery and memory card. I know this because it has happened to me plenty of times.

Oh, yeah, and don't forget to keep plenty of back-up batteries and memory cards with you. Another trick, and this may be your best bet if you really don't want to seem mean, is to ask 1-2 questions and keep it moving. I typically do this. I feel so bad sometimes if someone is standing right in front of me. So I'm always kind and usually talk to most people. Hey, you never know who someone is or who they may become!

*One time on the red carpet at the NAACP Theater Awards, I interviewed a group of ladies that I didn't know. But I decided to be polite and ask them questions since they were right in front of me. While I was interviewing them, I had one eye on Joe Morton who is on ABC's hit show Scandal. He portrays Kerry Washington's dad aka Papa Pope. Because there was a group of ladies speaking one at a time the interview was much longer than I had anticipated. This meant I watched Joe Morton walk away to be interviewed by someone else.*

*I was so mad. Not that the ladies were less important than Joe Morton, but I really wanted that interview. I would have loved to be able to interview them both, but you can only talk to one person at a time. Several months later at another red carpet event, I finally did get that Joe Morton interview.*

Another thing about the red carpet is that if it's a big star you may only get to ask one question, so you better make that question count!

*While on the red carpet of the Mr. Church premiere starring Eddie Murphy, we were restricted to two questions and had to share the interview and ask our questions in groups. There were 2 other media outlets that I had to share the interview with. This basically means that there were 3 mics in Eddie's face. We were all crowded around Eddie at one time and fortunately I got to ask the first question. If you are ever in a group like that, be ready to ask a great question. You will stand out.*

The red carpet can be chaotic and exhausting. You're on your feet the entire time, in limited spaces, all crunched together with other media outlets trying to get the attention of celebrities. You may be outside where it's freezing or super hot. Or indoors where it's humid. You may get the celebrities you want, and you may not. They could literally walk right past you and not stop to answer any questions. That's just the way it goes. But just remember, it's very exciting too! How cool is it to meet and talk to some of your favorite celebrities? Just be prepared and do your research, wear comfortable shoes, bring water, bring breath mints and HAVE FUN!

✓	Quencie's Red Carpet Check List
	Look the part - Be professional
	Have great equipment – it makes a difference (good camera, lights)
	Get a mic flag for microphone
	Research – know what you're talking about and who people are – connects you to the star
	Great generic questions
	Have extra equipment (batteries, memory cards)
	Give compliments. They go a long way
	Establish relationships with PR and Managers (get business cards)
	Upload pics and video ASAP and tag the celebrity network, PR, etc.
	Tweet/Periscope while at the event
	Learn how to edit yourself – try not to depend on others if possible
	Invest in a great website/blog
	Make sure you have business cards
	If you're there to interview certain people, limit the questions (1-2) to other people who you may not necessarily know
	Try to arrive earlier, not later
	Wear comfortable shoes and bring snacks/water
	Be aggressive, if not, you may not get the people you want (call their names, shout out your questions, ask the PR person for an interview. If you're just starting out go to as many events as possible to get connections
	A lot of events have info available online, look them up and submit yourself
	If you really don't want to interview someone, just turn your back or put your microphone down before they get to you. Don't be rude

Contact Quencie: [StudioQTV@gmail.com](mailto:StudioQTV@gmail.com) and visit  
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