

LOS ANGELES CONFIDENTIAL™

Anchor, Away

Read all about it: Local gal Liz Claman makes good interviewing world leaders and financial heavies on FOX Business Network. BY ANDERSEN GABRYCH

POWER ANCHOR

IF YOU'VE FLIPPED ON THE BRAND-NEW FOX Business Network, you've undoubtedly taken notice of Liz Claman, the striking, quick-witted, hard-hitting anchorwoman who just happens to have been born and bred in Los Angeles. We managed to steal a few moments of her time for a little tête-à-tête.

LOS ANGELES CONFIDENTIAL: It's a little nerve-wracking to interview someone who has interviewed world-shakers like Warren Buffett and ex-Treasury Secretary John Snow without breaking a sweat! What's your philosophy on conducting an interview?

LIZ CLAMAN: Listening! Many people walk into an interview with their list of carefully crafted questions. The biggest mistake is to stick to that list instead of listening for the golden nugget, that moment you hear something you and the viewer didn't expect.

LAC: Like what?

LC: I once sat down with a CEO, and out of the blue after my first question he said, "I believe in UFOs." Hello? If all you're thinking about is your next question, you risk missing something completely outrageous and very interesting.

LAC: How do you prepare for something like your intensive hour-long sit-down with the legendary Mr. Buffett?

LC: I always overprepare. I spent weeks preparing. I flew into Omaha and FOX Business airlifted crews and hi-def cameras into town from all over the Midwest. We had three separate cameras, a satellite truck—you name it, they sent it, it was insane. But when Warren Buffett breezed through the door, every ounce of tension left me because I had so thoroughly prepared. That's what mattered. In the end we had an unprecedented live one-hour interview with him during which we broke quite a bit of news.

LAC: Is there someone you're just dying to interview on your show?

LC: French President Nicolas Sarkozy. I find it so fascinating that he's the first French president in a long time to embrace capitalism and candidly say he loves America. I'd also love to land an interview with Paul McCartney. No one ever talks about what a brilliant businessman he is.



LAC: How do you feel about being such a visible female presence in the traditionally male-dominated world of big business?

LC: I so enjoy being part of a mostly male world. I walk in looking very female but then can be very much “one of the guys.” It takes a lot to shake me. My senior year at Beverly Hills High School I was voted “biggest non-conformist,” so it’s not totally out of character for me to take a chance on something a little different.

LAC: You’ve been in New York for a few years now. Do you still feel like an Angeleno at heart?

LC: Even when I’m in New York I can’t shake that chilled-out LA behavior. I kick off my stilettos under the anchor desk and do the whole show bare-foot. I order Mexican takeout once a week.

LAC: Do you get back very often? And what are the “musts” when you come to town?

LC: I get back about three to four times a year. My life isn’t complete unless I have a Westwood sandwich at Nate ’n Al and a Mediterranean salad at Urth Caffé. I always take my kids for walks on Broad Beach and stop at a tiny surf shop called Clout on PCH. And I have to see whatever the theater group A Noise Within in Glendale is putting on that week. They do the most amazing performances of all the classics.

LAC: You also earned a local Emmy Award here in LA [the youngest winner in the station’s history]. Tell us a little about the award-winning story you produced.

LC: It was a pit-bull attack. One morning KCBS-TV sent me to the scene of a dog attack the night before. The owner of the dog let it out and it attacked us. We caught the whole thing on tape. It was total mayhem. I was honored by the LA City Council and Johnny Carson called and wanted me on the show, but KCBS wouldn’t let me do it. They squashed my chance to be on Carson!

LAC: Yikes! After that I guess Warren Buffett isn’t so scary. One last thing: Do you have any business tips that you can share with our readers?

LC: Start saving and investing early! Even if you simply shovel in \$50 a paycheck, you’ll never be sorry. No one’s going to take care of your retirement for you. And by all means, buy low, sell high! ★