

Tips for appearing on television or video

Due to the technology of television, certain materials look good on television while others do not transfer well.

What works well:

- Solid colors
- Neutral colors (blue, green, brown, gray and soft pastels such as light yellow, light pink and light blue)

Things to avoid:

- Complicated or fine patterns such as strips or grids can create a distracting rainbow pattern on television.
- Bright red, purple and orange reproduce poorly on television.
- Combination of stark contrasts (black and white together) can cause a loss of detail in the picture and make skin tones look harsh.
- Shiny objects like large or dangling jewelry can distract by reflecting light.
- White shirts reflect a large amount of light. A subtle beige or light blue reproduce much better on television.

Hair

- Keep hairstyles simple and pull your hair back from your face.

Makeup

- Avoid dark, heavy makeup, as television tends to create its own natural shadows.
- For women, use a foundation close to your skin tone and a neutral lipstick to help keep you from looking tired or washed out from the lighting.
- For men, shave before appearing if you have “5 o’clock shadow” or use a powder close to your skin color to lessen the appearance of your beard. A light powdering on balding heads can prevent shiny spots as well.
- A neutral powder will help reduce any “shine” created by the lights in the studio on your skin.

On-camera presentation – the look

- Ask the interviewer where they would like you to look & follow their direction – it will affect the entire feel of the program and how you are perceived by the viewer.
 - Look at the person conducting the interview = appearance you are talking to someone
 - Look directly at the lens of the camera = you are addressing the person directly at home
- Video can accentuate movement
 - What appears as a small movement in person may look exaggerated on television
- Work on minimizing eyebrow lifts, excessive head movements

On-camera presentation – your voice

- Speak in a consistent pattern – you will be wearing a microphone – so try to control the levels of your voice to keep them consistent
- Speak with energy and edge in your voice to make your voice interesting
- Warm up your voice prior to being on camera
- Practice speaking clearly and enunciating.

Above all else – remain calm – don’t become stiff – and be yourself.