



## TIPS FOR APPEARING ON CAMERA

*Relax! Hey, this is television, not brain surgery! A common problem we see with people who haven't had much past experience on TV is what we call "Red Light Syndrome." The symptoms are easy to spot. The afflicted are doing fine, talkative and smiling until they hear the cue to roll tape. When they see that little red record light on the camera lights up, their blood pressure rises. Then, when the producer or host begins to ask that first question, the final symptoms appear. They become sweaty, fidgety and worst of all... they freeze up.*

*Don't let this happen to you. Our best advice — save your jitters for bungee jumping.*

If you are anticipating taping a program or video with NHPTV, the following guidelines are provided to help you prepare for your on-camera session. Studies show viewers judge a person within the first 30 seconds of viewing a program. Following, are a few tips to help you make that impression favorable.

### CLOTHING

Whether dealing with television or personal appearances, your outfit is NOT what you want people to remember about you.

White shirts reflect too much light. Choose a subtle color like light blue, gray, beige/tan, or pink. Also consider what colors are complimentary to your coloring.

Choose an outfit that looks good when standing and comfortable when sitting. Remember that cameras are sometimes placed at low levels. Slacks, knee length or longer skirts are recommended over short skirts.

Refrain from wearing distracting trims like large bows or numerous ruffles. Remove pens and eyeglasses from pockets.

Avoid clothing with large patterns or geometric shapes or logos. The audience will watch your clothes instead of you.

Avoid small high contrast patterns or lines, like herringbone, as well as bold checks or plaids. Solid colors with a colorful scarf or tie look good.

### COLOR

Mild or pastel colors and subtle patterns work best under television lights.

Avoid pure white and black clothing, as they make skin tones appear harsh.

Bright reds and oranges sometimes "bleed" or smear on television; avoid them.





## ACCESSORIES

Avoid shiny, reflective jewelry; it reflects light and can damage cameras or create a flaring effect.

Choose solid colored accessories or ones with simple patterns that don't appear too busy.

Keep jewelry simple so it does not make noise when you move your head or body.

Avoid dangling earrings, which can distract viewers.

Remove eyeglasses unless your audience won't recognize you without them. If you must wear them, drop your chin a bit to avoid glare.

## MAKEUP

For women - foundation and lipstick help to keep you from looking tired or washed out.

Don't wear dark, heavy makeup colors; television tends to create its own natural shadows.

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. NHPTV has powder on hand to help prevent excess shine from lights.

## BODY LANGUAGE

**SMILE** - this makes you look confident and comfortable. Avoid nervous fidgeting with pens, glasses, change, etc.

Be aware of your posture. Keep shoulders relaxed and both feet on the floor.

Try to maintain eye contact with your interviewer. Even if someone else is talking, the camera is still on and you may be showing in the shot.

Continue to participate in the conversation by using body language to show your interest.

## GRAPHICS AND PROPS

Graphics and/or props can enhance your message but only if they are correctly prepared for television and used properly. Please don't create any graphics or bring any props without first consulting with the TV staff.

## ADDITIONAL TIPS

Please turn your phone completely OFF before entering the interview.

**Be YOURSELF... and have fun!**

