

Do's and Don'ts When Appearing on Television

Use good posture. If you are sitting during the interview, sit up straight. Rest your hands comfortably in your lap. If you are standing during the interview, stand up straight. Do not lean to one side or the other. Keep your hands at your sides.

Always look at the interviewer. Do not glance back and forth between the interviewer and the camera. One exception is when you are taking viewer questions or speaking with an interviewer who is in a remote location. In this case, it's important to look straight at the camera as though you are talking directly to the person.

Act like you are enjoying the opportunity. Even if you are nervous.

Your tone should match the topic. If you're discussing an exciting new activity or program, be enthusiastic. If it's a serious topic, be serious.

If you normally use gestures, great. If not, do not use them. Do only what comes naturally.

If the photographer places a clip-on microphone on you for the interview, don't touch it. If the reporter is using a handheld microphone, do not grab it.

During an interview:

- Do not put your hand over your mouth while talking.
- Do not fix your hair.
- Do not wipe your nose or eyes.
- Do not look like you're in pain (especially when being asked a tough question).
- Do not rock back and forth or side to side.

Dress appropriately but neatly for any interview, even when in a field. If you're in a studio, women should not wear short skirts. Men should not wear short socks. No one should wear shoes with holes in the bottom.

When in doubt, wear blue. This is the best color for television.

Wear solids or simple patterns. Avoid outfits with intricate patterns such as herringbone. Any outfit with very thin and tight lines will create a "rainbow" effect that is distracting.

Do not wear anything shiny. Jewelry, nametags and buttons are the primary culprits. If you have a question about jewelry, ask the photographer before doing the interview. Avoid loose jewelry or long dangly earrings. The movement and sound of these accessories can be distracting.

Check out your appearance. Some people have shiny faces. If an interview is being conducted in the field, dab or wipe excess oil from your face with a towel before doing the interview.

In the studio, wear makeup. Men can wear a light coat of translucent powder, especially on the forehead, nose, cheeks, chin and head (if someone is losing his hair). Women should wear their normal makeup. If their makeup is shiny, put some translucent powder over it. Hair should be neat and away from the person's face.

Wearing glasses? Glasses can be difficult for TV photographers. For interviews outside, do not wear sunglasses or glasses with transition lenses. Glasses are usually good in a studio, but might be a problem for a photographer away from the studio, especially when lights are involved. If you don't need to wear glasses, don't.