Tips for Appearing on Camera

Appearance

- **Clothing**: Be dressed for the role you’re playing, whether that is a suit or a lab coat or coveralls. Avoid bright colors when possible.

- **Accents**: avoid jangly wrist accents, large earrings, etc. Never wear sunglasses. Remove eyeglasses if possible. Nametags, other accents are distracting to viewers.

- **Overall**: Check teeth, hair, general appearance before you go on camera. Get it off your mind so you can focus.

- **Posture & Presentation**: Sit / stand straight and remain still. Subtle hand gestures can help communicate, but control head movement & facial expression.

Delivery

- **Stay to your messages.** You came here to say something. Say it. Over and over. If you have the right messages, any question can be tied back to one of them.

- **Land that 8-10 second soundbite.** Repeatedly, if you can.

- **Keep your words simple.** Avoid jargon and technical explanations.

- **Don’t explain while you’re messaging, or message while explaining.**

- **If you flub, tell the reporter you’d like to try that again.** It’s not a problem (unless you’re on live television, in which case, just stop and restate your message).

- **Eye contact is with the reporter. Do not look into the camera.**

- **Do not repeat a bad question in your answer.**

- **Breathe.** Continued oxygen to the brain keeps it working.

- **Don’t pounce.** Take three seconds to consider the question, whether you’re the appropriate voice to answer it, how you want to answer it.

- **When it’s over:** Remove the mic and turn it off. Presume the camera is still on until it is in its carrying case.

- **Follow up:** be sure the reporter has your business card as well as any notes, background material, or other information you want to see in the story.