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. <u>Do not</u> look into the camera.

- Do not repeat a bad question in your answer.

- <u>Breathe.</u> 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.