

Appearing Your Best On-Camera

Television is our most pervasive medium, and a few simple tips can greatly improve your on-camera appearance...

- Never wear white (recognizing that sometimes there is no time to change)
- Look at the reporter, not the camera, unless you are in a “Nightline” studio setting
- Keep your chin up (cuts years and pounds off your image!)
- Keep jewelry minimal
- Remove name badges
- Don’t wear sunglasses
- Tilt of the head while listening to a question shows interest
- Express sympathy, compassion, concern for those impacted by a situation, victims, etc.
- Stand up straight
- Use live-eye interviews to your advantage
- Straighten tie, scarf, jacket (men should wear a jacket if wearing a tie)
- Suggest an interesting background
- Don’t point to a particular location or incident scene
- Speak in terms that the general public can understand
- Don’t rely on hand gestures – camera may only be on head and shoulders
- Keep still – no rocking back and forth unless you’re Bill Gates
- Use makeup if it is offered to you – you’ll look better on camera, which makes the agency look better too
- Smile if appropriate, keep somber image if appropriate, never look at a reporter in disgust, disdain, or anger
- Know that your three minutes of great interview responses will wind up as ten seconds or less on the air, unless the shot is going out live
- Call someone you know to record the interview – it’s great training for next time