

TELEVISION PERFORMANCE GUIDELINES

Each production is unique and will have specific requirements regarding talent and presenter performance, wardrobe, and visual aids. The following guidelines apply to television production in general and can help you to prepare for that moment when the camera is pointed in your direction. ***We're here to make you look good.*** Everything from the lighting to the setting for the message to the final performance selects is designed to make you appear in the most authoritative and flattering light possible. If you have any questions, please feel free to call.

WARDROBE:

1. Wear comfortable clothes that you feel good in. Keep in mind that your audience should focus on you, not your outfit.
2. Solid colors in pale shades work best. The camera especially does not like bright colors, black, white, or saturated red.
3. Avoid tweed, herringbone, small checks, stripes, and other small patterns, unless they are very subtle.
4. Avoid clothing made from a glittery fabric or with jewels attached.
5. Avoid large logos, unless the logo is yours and part of your presentation.
6. The small lapel-style microphones do not attach well to pullover shirts or sweaters. Jackets with lapels, shirts with collars, button down blouses, and cardigan sweaters work best.
7. A microphone can be attached easily to a tie. Ties in muted tones and subtle patterns work well, although solids work best. Scarves can rub on the microphone and cause unwanted noise.
8. Keep jewelry to a minimum and especially avoid big, bright pieces. Large, heavy necklaces may hit the microphone and chunky or charm bracelets can hit a table or chair arm and cause extraneous noise.
9. Glasses are OK (especially if you need them)!
10. Some presenters will need to stand behind a podium, counter, or desk so wear comfortable shoes.
11. Television studios are kept at a cool temperature to counteract the heat generated by lights, so don't wear your heaviest clothes. If you get too cold we will be happy to adjust the room temperature.

HAIR & MAKE UP:

1. As with wardrobe, keep it simple and be yourself. Your daily hairstyle is fine and make up should be what you normally wear. We can provide a light dusting of translucent powder to take away shine from noses and temples.
2. We can provide a professional make up artist for an additional charge.

PERFORMANCE TIPS:

1. If you've never been on television before you may be a little intimidated. Please, relax! We will do everything we can to make your experience enjoyable and fun.
2. Television is an intimate medium. A large audience may see your program but each person watches as an individual. Think of your performance as reaching many people - one at a time.

PRESENTER GUIDELINES:

1. Television is not theater. There is no need to speak loudly or exaggerate gestures. The best performance is one that looks natural, relaxed and unrehearsed.
2. Relax and be yourself. If you use your hands when you speak, use them during the videotaping. Also, don't worry about the occasional "um" or "ah." These are natural and acceptable parts of our speech patterns.
3. Keep your energy level up. Video is a two-dimensional medium, so subjects tend to appear more flat than in real life. Increasing your energy level will bring out your personality.
4. For lectures or other presentations without an audience, look at the camera. If there are others on the set involved in the presentation, look at whoever is talking. When there is an audience presenters are usually asked by the producer to ignore the cameras.
5. Be aware of the cameras, there may be more than one. A red light on top of each camera comes on when that camera is active. Check with the producer before production begins which camera to address.