Looking Your Best On Television

You are about to appear on camera and of course you want to look your best. And you will if you follow the simple guidelines listed below.

Please bear in mind that the television camera “sees” color, patterns and contrast differently than the human eye. So it is important to dress for the way the camera sees you.

The most important rule to follow in selecting your on-camera outfit is to keep it simple and low-key. We want the audience to focus on you, your face and what you have to say, not what you’re wearing.

DO NOT

- Do not wear white, black, red or green.
- Do not wear any “loud” patterns like plaid, stripes and checks.
- Do not wear any “glittery” material like sequins, or anything which is very shiny and reflects light.
- Do not wear a “herringbone” sport coat.
- Do not wear shiny jewelry which may catch and reflect light.
- Do not wear anything loud or distracting, for instance, a sweater with a large turkey embroidered on it, or a Mickey Mouse t-shirt.

DO

- Wear colors in the medium range: medium blue, maroon, wine, pink, dark gray, purple, etc.
- Consider your hair color when choosing your outfit: If your hair is light (blonde or all gray) then lighter colors are OK. Beige, light gray, pink, light blue and most pastels are fine.
- If your hair is dark, stick to the medium range to dark colors, still taking care to avoid black.
- Men: Follow the same rules for choosing a tie—a non-shiny plain tie which complements your suit is the best.

Please be careful as you move about the studio as there will be cables on the floor.

The director will instruct you where to look when the camera is on. There will be no “on-air” monitor to distract you.

We will be using table mics that are very sensitive. Please do not wear jewelry that might bang against the desk. Also be mindful of tapping on the desk.

THIS IS BEING RECORDED FOR PLAYBACK. IF A MISTAKE IS MADE, WE WILL RETAKE AND EDIT IT OUT.

FINALLY.....RELAX AND HAVE FUN!!!