ON-CAMERA BASICS

*You've been scheduled to appear on camera and, of course, you
want to look and do your best. Here are some suggestions:*

What to Do
- Direct answers to the host, not the camera
- Make your answers conversational
- Relax and be yourself (that's what viewers want to see)
- Provide insight to yourself and your organization

What to Wear
- Keep it simple (the focus is on you, not what you're wearing)
- Colors in the medium range (grays and dark pastels)
- Solid colors
- Microphone-friendly neckline (e.g. jacket, collared shirt)
- Simple accessories
- Powder to diminish shiny areas on your face

What NOT to Wear
- ALL white (everything else will look very dark)
- ALL black (makes pale people wash out)
- Bright reds (tends to bleed)
- Small, busy patterns or stripes (creates ripples on screen)
- Make-up that is glittery, frosted, extremely dark or vibrant
- Distracting accessories (dangling earrings, vibrant colors/patterns)

*If you have any questions, please ask. We want you to be your best.
And remember…The most flattering accessory, for everyone, is a smile.*