

Television Appearance Tip Sheet

You've just been scheduled to appear on-camera, and of course you want to look your best. You will by following the simple guidelines listed below.

Before you go to the closet to select your "favorite" outfit, bear in mind that the television camera "sees" color, pattern, and contrast differently than the human eye does. So it's 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, plain and low-key. We want the television audience to focus on you, your face and what you have to say not what you're wearing.

DO NOT

1. Do not wear white.
2. Do not wear black.
3. Do not wear any loud patterns such as plaids, stripes, checks, or any pattern, which is clearly visible from 10 feet away.
4. Do not wear any "glittery" material like sequins, or anything very shiny that reflects light.
5. Do not wear shiny jewelry, which may catch and reflect light.
6. Do not wear anything loud or distracting; for instance, a sweater with a large turkey embroidered on it, or a T-shirt with a bold logo.

DO

1. Wear colors in the medium range: blue, green, maroon, wine, light brown, rust, gold, charcoal gray, purple, etc.
2. Consider your hair color when choosing your outfit: if your hair is light (blond or all gray) then lighter colors are better. Beige, light gray, pink, light blue and most pastels are fine. (avoid white)
3. If your hair is dark, stick to the medium to dark range colors, while taking care to avoid black.
4. Wear accessories (scarves, ties, etc.) that are non-reflective or shiny, minimal patterns, not overstated; but complimentary to your outfit.
5. Small patterns and prints are acceptable as long as they are not clearly visible from ten feet away. Pinstripes, small checks, paisleys, etc., are fine.embroidered on it, or a T-shirt with a bold logo.

DON'T FORGET

When appearing on-camera as a guest on a program, bring an extra shirt, blouse, and/or jacket with you. This will give some "insurance" in the event that what you're wearing may clash with what the person next to you is wearing, or clashes with the room color where we'll be taping.