So Your Going to Be on Television:
A Guide to Looking Your Best on Camera

When Preparing for the Taping:

1. Be sure you understand the topic of the show or have read the script well before the shooting date. Get any questions you may have answered as soon as possible.

2. If you have any audiovisuals you need to use during the taping be sure to discuss it with the director as soon as possible. Such elements often have to be modified to work well for television and such modifications take time.

Before Going to the Studio:

3. Wear darker colors. Black, gray or blue suits and dresses look best. Don’t wear any white. Instead, go with light blue or yellow pastel shirts and blouses. This is especially important for those with dark skin and hair.

4. Avoid tight patterns like herringbone or thin strips. Stick with solid colors or, if necessary, large simple patterns.

5. Bring a change of shirt and tie, or blouse and jewelry just in case your first choice, for some reason, needs to be changed.

During Shooting:

6. Speak in a normal tone of voice when asked for a mic check. Just talk as you would when answering questions or reading your copy. Use the same volume when taping.

7. Look only at the camera or at the other people on the set with you. Looking at members of the crew or the studio monitor is distracting to the television audience. (Though you may look at the monitor when a graphic is being shown.)

8. If you make a mistake or say something wrong just correct yourself and keep going just as you would in any normal conversation. If the mistake is important enough to do over the director will stop you. Often, the mistake seems bigger to you than it really is.

9. At the end of the show keep looking into the camera or at the other people on the set with you. Do not start looking around the studio until the floor director says the studio is clear.

Following these simple steps will help you look your best on that finicky medium we call television.