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 <u>you</u>, your face and what you have to say not what you're wearing.

DO NOT	**DO**
1. Do not wear white.	1. Wear colors in the medium range: blue, green, maroon, wine, light brown, rust, gold, charcoal gray, purple, etc.
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.	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)
4. Do not wear any "glittery" material like sequins, or anything very shiny that reflects light.	3. If your hair is dark, stick to the medium to dark range colors, while taking care to avoid black.
5. Do not wear shiny jewelry, which may catch and reflect light.	4. Wear accessories (scarves, ties, etc.) that are non-reflective or shiny, minimal patterns, not overstated; but complimentary to your outfit.
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.	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.

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.

MAKE-UP

Do you need to wear make-up? The answer is yes, for both men and women. Studio lights are hot and will cause perspiration, eventually over emphasizing any shine on your face. To avoid this, follow the steps below.

MEN

1. Because the eye of the camera focuses on a man's beard more than the human eye does, try to shave as closely as possible before going on camera. If you're scheduled to appear later in the day, bring an electric razor.

2. Wash your face with soap and water, then apply an astringent.

3. It's important to have a little powder applied, especially on the nose, forehead (T-zone), and bald spots. We'll apply this for you. The powder is translucent, so don't worry, you won't look" made-up." The make-up washes off easily -- most people won't even notice that you're wearing any.

4. If there will be any close-ups of your hands, give yourself a manicure.

WOMEN

1. Just before appearing on camera, wash your face with soap and water, and apply an astringent.

2. You can wear a foundation if you like, but more importantly, use lots of powder.

3. Keep your make-up simple. Avoid make-up, which contains glitter, or is "frosted." Rouge or blush is a good idea and mascara looks good too. Wear lipstick in a flattering shade. Avoid bright red. The director will advise you as to what looks best.

4. If there will be any close-ups of your hands, give yourself a manicure. Nail polish is not necessary, but if you'd like to wear it that's fine. Don't choose a shade that's too bright or loud.

HAIR

Style your hair to keep it away from your face and out of your eyes. Try to view yourself in profile. If you can't clearly see your face, try to re-style it so that your face is clearly visible from all angles.

Men: If you are bald or going bald, be sure to have powder applied to those areas to avoid any glare.