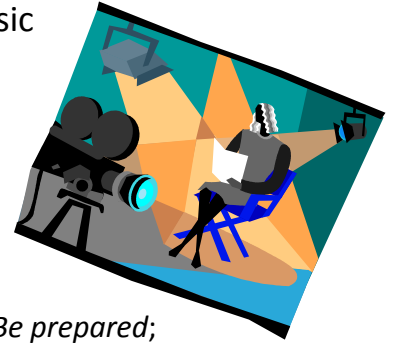


# Tips for TV Appearances

Even if you have never been on television before, you can make your first appearance like a pro. While **VERB! Communications** firmly believes in media-training clients prior to any broadcast or print interview, these basic tips will at least help you make the most of your television debut!



1. Avoid white and small, busy patterns.
2. Jewel-tone colors work best – think medium to deep blues, purples, reds, greens and black is a nice choice off-set with a color.
3. Lights are hot and bright, therefore they wash out pastels.
4. You can't be sure if you'll be sitting at a desk, on a stool or standing. *Be prepared;* unless you're selling flip-flops, don't wear them – wear actual footwear; be conscious of what you have on below the waist as well as what you have on above it.
5. If wearing a suit jacket, make sure to pull it under your bottom when seated and secure it there. Nothing looks worse than someone on-air who looks disheveled.
6. Look AT the interviewer **NOT** the camera. There are a couple of reasons for that, but suffice it to say that it is actually distracting to viewers (your appearance is not an infomercial) and it is generally considered impolite to not maintain some kind of eye-contact with the person you are talking to.
7. Pick three (3) to five (5) points that you want to make during your interview. Memorize them. Make sure that you are consistent in giving this information freely. It may be a tip for a viewer, a directive to your website, a key element in your overall message – but *stay on course.*
8. Be 'giving.' No one wants to hear that on page 47 of your book you talk about 'that' and if they buy the book, they can find out. Be interesting, smile and be willing to share information that will make you a more compelling guest.
9. If you cannot be early, NEVER be late for a TV interview. TV is a business worth thousands of dollars that is measured in seconds. If you are late, you may sacrifice your segment altogether and worse, damage the relationship your publicist has with the producer. If something unavoidable does happen, call your publicist and/or the producer BEFORE the segment is to air.
10. Smile. More people will learn about your business, campaign, charitable event, book or product than ever before. This is a great opportunity; be sure to thank your interviewer and producer before exiting, stage left.