

hands in your lap or on the arms of your chair when you listen. When you speak, lean forward slightly. If your chair swivels, keep it still. If you stand during your presentation, stand comfortably with your shoulders straight and your weight distributed evenly on both feet. Avoid shifting from foot-to-foot, swaying, or leaning on anything. If you must walk, take slow, small steps so the camera can follow you.

Avoid quick, sweeping gestures. Your camera operator will lag with following your movements and your arms or hands will be out of the picture. Use slower gestures than you would on stage and keep them close to your body. Make sure gestures are appropriate and natural. Be careful of nervous habits; they are magnified on camera.

Facial expressions such as a frown, squint, or furrowed brow make you appear worried, defensive, or tense. Relax your facial muscles. Smile when appropriate as it makes you appear friendly.

## Visual Aids

Visuals enhance a television presentation. Slides, photographs, film and 3D objects illustrate points and add emphasis to your message. Be sure your visuals relate to your subject and will be seen and understood by your audience.

Practice using visuals before the program. Inform the camera operators so they are prepared to follow you. Avoid walking out of the picture.

The “Think About It!” studio production team can insert digital visuals into the program recording prior to its airing. Provide your visuals in digital format (on a CD or diskette) or send them electronically. Inform the production team of when—in a digital insert—you want the visual to appear. The visual will replace you on air for the short time you refer to it, or it will appear as a picture-in-picture on the viewer’s screen along with you talking about it.

Television visuals have special requirements. TV pictures are formatted 3”high and 4”wide. Strive to have your visuals in this 3:4 ratio. Add a border to frame the visual.

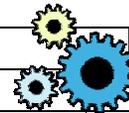
Use a dull-finish gray or blue cardboard for charts and graphs. (14”x17” or 11”x14”) Visuals should be simple and uncluttered. Leave plenty of space between lettering and lines. Print. Glossy surfaces reflect light and cause glare. Use contrasting colors. Emphasize only one point per visual.

*(Digital files preferred—JPG or.GIF.)*

at size slides and video they prefer. When using props (3D items), make sure the objects are well-lighted.

Rehearse with visuals before the show. Speak to the audience, not the visuals.

## Program Notes and Ideas



### Montgomery Municipal Cable Television

For information on MMC-TV and its programming, contact:  
MMC-TV  
3710 Mitchell Street  
Kensington MD, 20895  
Studio Phone: (301) 942-6276  
Website: <http://www.mmctv.sailorsite.net>



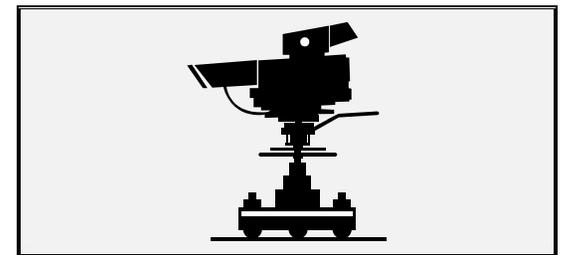
*Your springboard to personal and professional development.*

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# So You're Going To Be On Television: Instant Training 101 “Think About It!”

Host: Sylvia Henderson  
[www.ThinkAboutIt.JumpStartYourMind.com](http://www.ThinkAboutIt.JumpStartYourMind.com)



Personal, professional, and business development and life skills programming with a focus on human interest.

## Introduction

Television is ubiquitous in our daily lives. With cable, satellite, and Internet television systems added to already-existing commercial and public TV, the number of available channels is huge. To fill air time on all these channels, new programs are developed and more people are needed to take part in the programs. Business people, professionals, politicians, educators, consultants, civic leaders and other members of the community are asked (or are volunteering) to appear on television.

Television presentations are different from stage presentations and require special considerations. Some of these considerations are:

- **Time:** TV programs are meticulously timed.

*(“Think About It!” is a 30-minute program.)*

these time blocks. To go undertime or overtime by

as little as 40 seconds causes havoc. Be aware of the time allotted to you and use it wisely.

- **Audience:** TV is a mass medium and its viewers vary demographically and socially. Create your message to suit the masses. The exceptions are programs produced for specialized audiences, such as training programs.
- **Action:** TV depends on action. Most programs use a variety of camera shots and visual effects to emphasize movement. Movement attracts attention. Yet, movement must be limited to what is appropriate—and seen—within the camera viewer. Exaggerated stage movements come across poorly on TV.
- **Distractions:** The TV studio contains a variety of distractions—flashing lights, television cameras, people moving equipment, producers and directors giving cues and instructions. Yet, you must concentrate on your presentation and appear calm and relaxed.
- **Appearance:** Television is a visual medium. Your facial expressions, posture, gestures, eye contact, clothing and makeup are emphasized and exaggerated by the TV camera. Learn how to use these visual elements to your advantage. (That’s what this guide is for!)

So let’s get started with television instant training to help you be the best you can be when you’re on the air.

Tune in, take what you see and hear, and ... **Think About It!**

## Your Appearance

Your appearance affects your credibility and your image. **Check with your host or the studio to learn**

*(As of 4/2009, “Think About It!” uses a green-screen background. DO NOT WEAR GREEN!)*

if there are suggestions for clothing colors that work best for the camera used.

Generally, women should dress conservatively. Wear medium-colored outfits with a light blouse.

Ruffles are distracting. Slit skirts need to be held closed when you are seated. Avoid flashy and noisy jewelry and bright hair ornaments. Avoid print, plaid or checked clothing; white or bright red colors.

Men should dress conservatively, also. Medium-colored suits are best, with a light blue shirt and conservative tie. Wear matching knee-length socks and shoes that complement the suit color. Avoid shiny print ties, jeweled tie tacks, and gold chains and bracelets. These reflect light. Avoid striped or white shirts.

If you wear eyeglasses, try not to wear them on-camera unless necessary because they reflect light. Avoid photosensitive glasses on camera. Studio lights make them turn dark. ~~Makeup is essential, even for men. Used properly, makeup enhances your appearance since bright lights make you appear pale and tired.~~ Makeup should have a matte finish and be the same color as your skin. Powder is necessary for both genders to reduce shine and glare. Women should avoid heavy eye shadow and red rouge. Orange, browns, and tans look best on television. Apply sparingly.

The television camera makes you look 10-to-20 pounds heavier than you actually are. Dress in slimming clothes—dark colors, vertical stripes, simple lines—if you want to appear thinner.

## Address the Television Camera

Where do you look? The answer is, “It depends on the situation.” Newscasters, reporters, those presenting editorials, announcements or demonstrations generally should look directly at the camera that is “on air”. This camera is typically designated by a bright red “tally” light on top. Be careful not to let your eyes wander. You appear nervous or to have lost your place.

Occasionally a different camera will go on the air. When this happens, the red tally light on one camera goes off and the other camera’s goes on. Or the floor manager will point to another camera. Simply transfer your gaze to the other camera as smoothly as possible. Remember that the camera is your audience. Talk to it as you would talk to a friend. Avoid staring wide-eyed.

**“Think About It!” is an interview program without a studio audience.** Look directly at the host, not at the camera. Avoid darting your eyes back-and-forth between the interviewer and the camera. If you direct your eyes to the camera, do it occasionally and do it smoothly for a few seconds before returning to the interviewer (host).

When you are being interviewed, keep your attention focused on your interviewer. Ignore the monitors, lights, cameras being moved, and stage crew. Avoid staring into space. Do nothing you would not want to be seen doing in front of thousands of people.

Avoid shifting around in your seat, fixing your attire, or fussing with makeup even when you are in the background and camera attention is on another person. Your movements in the background detract attention from the other person.

**Notes are fine to use as long as you do not read from them verbatim.** Occasionally refer to your notes by glancing at them as needed. Our program format is designed to be conversational. We do not follow a script. You and your host should prepare with an idea of the direction the conversation will take so that you are not caught unawares, yet questions and answers should be free-flowing as in a conversation between friends. Your viewers will feel as if they are in your living room with you, observing the conversation.

## Gestures and Body Movement

On television you want to appear confident and poised, not nervous and tense. The camera magnifies your movements and expressions.

Cameras produce a variety of shots or angles—close-ups and wide-angles are common—from the same position. You are not aware of what shot the camera takes of you at any one point in time. Most shots on a talk show are of your head and shoulders.

Sit in a relaxed position with your shoulders back. Avoid sitting stuffily (looks tense) and be careful not to slouch. Keep your feet on the floor and put your