



Tips for (taped) On-Camera Interviews & Presentations

ARRIVE EARLY. Scope out the facility and the interview room. Go to the bathroom and freshen up. Meet the interviewer. Drink a bit of water so you won't have a dry mouth.

GATHER YOUR THOUGHTS. In advance of your interview, you will receive interview questions. Prepare by reviewing the questions and thinking about the key messages/comments (no more than three per question) you will wish to convey.

DO NOT REHEARSE. While you should have an idea of what you would like to address in advance of each question, you **SHOULD NOT** try to script out or rehearse dialogue ahead of time. Scripted dialogue can often come across as "stale and stilted" on camera rather than "fresh and conversational."

RELAX. Taping of the presentation will be a relaxed, "low pressure" activity. Ideally, each response will be free-flowing and uninterrupted. Because the final video will be edited, it will not be a problem to start/stop during taping in order to change direction as needed.

WARDROBE. Some colors and patterns of clothing do not work well on video. Please **AVOID WEARING:**

- All white
- All black
- Very bright or "orangey" reds
- Shiny dangling jewelry
- Tight patterns, such as thin stripes, polka dots, or herringbone

It is OK to wear:

- Solid colors (with emphasis on blues & brown. Creams, eggshells and light gray are fine)
- White and black should only be worn as accent colors (e.g. white shirt under a suit coat)

PRESENCE & POSTURE. How you sit in your chair, move your eyes and gesture with your hands matters. Please keep in mind the following:

- Check your hair and adjust your clothing before the taping;
- Sit up straight and, if possible, sit toward the front of your chair; lean in a bit toward the camera;
- If wearing a suit jacket, pull the back down and sit on it (this will keep the jacket from creeping up);
- Voice tone should reflect the content of your message (e.g. if the message is serious, the tone should be serious; if the message is about a new discovery, the tone should be excitement and enthusiasm);

- Hand gestures and animation are good and should also reflect the meaning and content of your message;
- Use appropriate eye contact. Talk to the camera as if it was a person (do not look at the ground or up at the sky); and
- Relax, have fun and remember to SMILE.