

What to Wear on TV

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1. Don't wear white. It glows and it becomes the most noticeable thing on the TV screen.
2. Pastel shirts work well on TV.
3. Don't wear black, it is too harsh and can suck up all the light.
4. Don't wear bright reds. They "bleed" on camera and are distracting.
5. Don't wear dangly earrings. They distract.
6. Be wrinkle-free.
7. Don't wear stripes, herringbone, small intricate designs or flashy jewelry. They are hard for a TV camera to pick up on.
8. Don't wear checks.
9. Dress in a simple, boring manner, unless you are a fashion designer.
10. TV viewers should focus on your face and what you say, not your clothes.
11. Television will suck the natural energy out of your voice.
12. Speak louder and with more energy than usual - but don't yell.
13. If you don't boost your energy level, like you are telling a story in a noisy restaurant, you will sound flat and monotone on TV.
14. If you are nervous, you may speak softer and flatter than usual.
15. Compensate in advance by speaking louder and with more energy.
16. You need to speak with more range and variety when on camera. If you just speak with more volume, you'll seem unnatural.
17. If you dictated a press release and sent it out without editing, spell checking, and refining, you may embarrass yourself. If you go on TV without rehearsing, you are doing the equivalent of sending out an unedited press release and you may be appropriately embarrassed. Videotape yourself and then watch yourself carefully. Repeat.
18. Wear makeup. If you don't wear powder on your nose, forehead and face, you will look shiny, oily and plastic.

19. Make sure the powder makeup you use is the same color as your skin, not lighter and not darker.
20. Even if you never normally sweat, you will sweat on TV because of the hot lights. Makeup will make you look like you aren't sweating.
21. If you are bald or balding, be sure to powder your head so it doesn't shine.
22. If you think you might have an opportunity to be on TV more often than once a year, keep a compact of makeup powder in your desk or briefcase.
23. Don't wear lip gloss or any makeup that is shiny.
24. Keep your hair out of your eyes and combed neatly. Otherwise, people will focus on nothing but your hair and will never get your message.
25. For men, if you have zero fat on your waistline, have a new, perfectly tailored suit and a perfectly tied necktie, you can leave your suit jacket unbuttoned.
26. If you are a man with even an inch of fat on your waist or are wearing a suit that isn't 100% perfectly tailored, then keep your jacket buttoned. This will keep your tie in place, your suit symmetrical, minimize your gut and show less of your light colored shirt.
27. Make sure your suit fits properly.
28. Don't wear tinted glasses.
29. If you want to know how you look on TV, videotape yourself being interviewed, and then watch the tape with the volume off.
30. If you are being interviewed by remote and there is a TV monitor next to the camera, don't glance over at it to look at yourself while the interview is going on. You will look shifty-eyed, nervous and weird.
31. The more often you do TV interviews, the better you will get - if you review the tape each time and try to improve.
32. Don't look at the camera unless a producer orders you to do so.
33. When you are on TV, you are not giving a public speech. You are having an engaging conversation with one or two people.
34. Don't think about the audience; instead focus on the one person you are talking to at that moment. Since you talk to one person at a time all day long anyway, there is no reason to be nervous.
35. Don't sit on the back of your suit jacket. That was just a stupid movie thing in "Broadcast News."

36. Shake hands with the talk show host on set at the conclusion of the interview.
37. For TV interviews, go to the studio when given a choice.
38. It doesn't matter if your interview is 60 seconds or 60 minutes long. You should communicate everything you need to in the first 30 seconds. Any additional time should be spent expanding your basic points.
39. You never know when your interview segment will go longer or shorter than originally scheduled.
40. You cannot look at notes while you are live on TV or in an interview, you'll seem unprepared and unprofessional.
41. But since you've already narrowed your message down to three message points and a few sound bites, you don't really need to look at notes, do you?
42. If you were interviewed for two hours by a major news weekly or business publication, and your major competitor was quoted, and you were not, guess what, no one at the publication has a vendetta against you or an "in" with your competitor. You weren't quoted because you didn't give good quote and your competitor did.
43. If you want to get better at TV interviews, watch other people being interviewed on TV with the sound off.
44. If you wear glasses most of the time, then wear your glasses when you are on TV.
45. Get glare proof glasses or have your existing glasses glare proofed.
46. Don't wear a mustache if you plan on doing a lot of TV.
47. Mustaches obscure your mouth, teeth and facial expressions.
48. Tom Selleck looks good in a mustache. You don't look like Tom Selleck.
49. If you want to be a good guest on a particular TV show, watch it regularly.
50. Don't look up at the ceiling when you are thinking what to say. You'll look like you are BSing.
51. Look down if you need to look away for a moment. You'll look thoughtful.
52. Watch all the cable news channels regularly.
53. If you are wearing an earpiece, make sure it fits properly.

54. If your earpiece pops out during the middle of a live interview, don't scream, "Oh my god! I can't hear anything! I've lost my earpiece!" Instead, simply find the earpiece with your hand closest to it, put it back in your ear, and act like it's no big deal.
55. If you are wearing an earpiece and you lose the volume, quietly state your name and say that you can't hear anything. The producer should be able to hear you and make the necessary changes.
56. Don't drop the volume at the end of a thought. This is OK and common in normal conversation, but when speaking to a group or on TV, no one will be able to hear or understand you.
57. Don't curse on the set, even during commercials.
58. Be likeable.
59. Don't get angry unless that was part of your planned message.
60. Don't make goofy faces - they will overwhelm your message.
61. Don't lick your lips; you'll look like a child molester if you do.
62. Drink plenty of water before the interview, or you will lick your lips.
63. Don't dart your tongue out while you speak, you'll seem like a serpent.
64. Really, really listen to the interviewer.
65. Get a video clip of the story you were interviewed for.
66. Do you like the way you look? If not, why not?
67. When you are interviewed standing, don't move your feet.
68. Don't stand up on the balls of your feet.
69. Don't sway back and forth.
70. To be great on TV, you must not only look like you are having the time of your life, but you must actually have the time of your life.
71. Find out as much as possible about other guests who will be appearing with you.
72. After you've learned the basics, develop your own style.
73. You can't count on the makeup department at TV stations or networks – they might be busy, at lunch, or in a bad mood. Be prepared to do your own makeup.
74. Men should have about an inch of their shirt cuff showing.

75. Don't react to the energy level of your host. Focus on the energy level you want and planned.
76. If you are attacked, smile.
77. If you are smeared, smile, and shake your head.
78. Don't lock your hands together.
79. Don't put your hands in your pockets.
80. Keep your hands out in front of you and ready to gesture.
81. Ask yourself why you have been asked to appear on a TV talk show.
82. Pump the talk show producer for as much info on how the issues will be presented, what other guests will be appearing, and what position you are expected to fill.
83. Don't take a position on an issue just because a producer says that's what the show is looking for.
84. Know the format of any show you go on.
85. Ask the producer when you are expected at the studio and then arrive 10 minutes earlier than that.
86. One extra person is OK, but don't bring an entourage to a TV studio.
87. Avoid light colored pants.
88. Wear over the calf socks.
89. Don't wear more than one ring per hand.
90. Women shouldn't wear short skirts, if you want people to focus on your message.
91. Don't sit behind a desk in your office when interviewed, sit in an open chair, or while standing.
92. Don't dart your eyes.
93. Don't fidget with your hands.
94. Don't gesture your hands above your chin, wider than your shoulders, or below your mid-chest.
95. When sitting in a chair that swivels, don't swivel.
96. No single TV appearance will make you a star.
97. Occasionally, one should call the host by name.

98. If a talk show producer really liked your performance, ask if you can be scheduled right away for your next appearance.
99. If a talk show producer absolutely loved your performance, ask if you can guest host some time.
100. When you are in the green room before an interview, don't tell the producer or anyone else everything you are going to say. If you do, you might forget what you said once you are on the program.
101. Your goal is to get invited back to appear regularly.
102. Don't bring props to a TV studio unless they are essential or you have a book you've written.
103. If you wear a dark shirt, dark suit and dark tie, you will look like you are auditioning to be a hit man on the "Sopranos."
104. Vests look stuffy on TV.
105. Don't "think" on TV. Instead, focus on delivering your message that was thought out earlier.
106. Don't smoke on TV.
107. No, you aren't going to be paid for being interviewed.
108. When the interview is over, sit still until the producer or host tells you that you are done and may leave.
109. Be sure your microphone has been removed before you get up and walk away from the set.
110. Let the producer know what you are most interested in promoting, i.e., a website, hotline, opening, etc.
111. Videotape all of your interviews.
112. Watch your entire TV interview within 24 hours of the show airing.
113. Build a video resume tape from the best moments of your TV interviews.