



Tips for Preparing to Appear on Television

- Be sure your appearance does not distract your audience or detract from your message.
- Men's jackets should be unbuttoned if sitting down.
- Men should wear over the calf socks. Women should wear plain hosiery.
- Jewelry should be simple. Avoid jewelry that may be distracting or catch the lighting.
- Wear glasses if you usually do. If you need them to see they will prevent awkward facial expressions you may do without them.
- Avoid sunglasses and dark lenses. Credibility may be lost if you hide your eyes from the audience.
- Wear solid colors, or pinstripes. Avoid wide stripes, vests, or checks.
- Women should avoid wearing extremely dark or light colors.
- Women should avoid wearing short bottoms or low cut tops.
- Men and women should use make-up to appear better on camera.
- Sit on the front edge of your chair and maintain eye contact with the person interviewing.
- Use good posture. Sit up straight and hold your hands loosely on your knees or in your lap.

Hasling, J. (1976). *The audience, the message, the speaker* (pp.194- 195). New York: McGraw-Hill.

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