

Tips for Looking Good on Television

Because TV is primarily a visual medium, how you look is an important part of communicating your message. Here are some tips to help you save time and look your best:

- ◆ **Make sure your wardrobe is consistent with the message you want to convey.** If you want to come across as serious and sober, a suit is appropriate. If your message is laid back or fun wear something more casual, but still neat and professional.
- ◆ **Make sure clothing is “broken in” and comfortable.** If you feel too stiff and formal in your clothes this will affect how you express yourself.
- ◆ **Bring a change of clothes.** This is perfectly acceptable if you can’t decide what to wear or aren’t sure what will look best on camera.

What NOT to Wear on Camera:

- ◆ **Black, white, or red.** Even the best cameras have trouble with these colors.
- ◆ **Tight patterns or pin stripes.** This includes herringbone, tweed, polka dots, etc. They create a jumpy effect on camera called a “moiré pattern” or “strobing.”
- ◆ **Large busy prints or geometric shapes.** The audience will watch your clothes instead of you.
- ◆ **Flashy jewelry, watches, or tie tacks.** They may make noise or reflect light.

What to Wear on Camera:

- ◆ **Solid colored coats or jackets:** brown, blue, navy, tan, green, or grey.
- ◆ **Pastels.** Some TV professionals advise that pastels can make you look younger and perhaps less authoritative.
- ◆ **Solid colored shirts, sweaters, or ties.** Subdued stripes, checks, or plaids are acceptable, but avoid tight patterns and pinstripes.
- ◆ **Makeup.** It reduces the glare of lights. Cover-up below the eyes can mask bags or wrinkles. Avoid vivid or glossy lip colors. Softer tones and matte shades look best.

Other Tips:

- ◆ A dark colored suit, a light colored shirt or blouse (not white), and tie in a neutral color or subdued pattern are safe choices.
- ◆ Wear your eyeglasses if you want. Tip the bows of your glasses up slightly off your ears. This angles the lenses down to reduce glare.
- ◆ Choose dark-colored, over-the-calf socks.
- ◆ Keep double-breasted jackets buttoned. Singled breasted jackets can be opened slightly. A trick: when you sit down, smooth the back of your jacket under you and sit on it. This will ensure that the jacket collar doesn’t ride up over your shirt.
- ◆ Ties should be properly tied with a dimple under the knot.
- ◆ Avoid low-cut blouses or short skirts.
- ◆ Choose a hairstyle that stays in place so you won’t fuss with it on camera.