



5 A Day and School-Age Children

Tips for Television Appearances

Being a spokesperson on your issue may be easier than you think! Here are a few tips to help you get ready for a television appearance:

- Women should avoid wearing busy, bright clothing. Solid colors are best. People respond well to blue or pastels. Don't wear a lot of jewelry - it can cause glare and make too much "noise."
- Men should wear medium colors in gray, blue or brown, and gray or light blue shirts. Avoid neckties with narrow lines. Choose ties with large, soft patterns. Wear socks that match the color of your pants.
- Get to the interview early so you can check out the set and look in the mirror.
- Loosen up your face muscles and reduce nervousness by smiling in an exaggerated way several times.
- Sit up straight in the chair and lean slightly forward to show that you are alert and in control.
- Avoid nervous movements such as swiveling in your chair, moving your feet or gripping the arms of the chair.
- Maintain eye contact with the interviewer.
- Be aware of your body language.
- Keep your answers brief and to the point.
- Take props to help you tell your story - large pictures, food, graphs or charts.
- Smile. Be enthusiastic. Be positive.
- Stick to your message. Learn to bridge from a question to provide information that gets your key points across.