

# Tips for Television Appearances by Parent Leaders and Staff

Television is an important medium for promoting National Parent Leadership Month. When Parent Leaders and staff appear on television, they will want to consider the following tips.

- ✓ If at all possible, watch the television program so that you will be familiar with the format, the host and the set.
- ✓ If someone from the program pre-interviews you before the program, be sure you only share what you would want included in the interview or the segment.
- ✓ Write down anything that is important to be sure you don't forget it, such as important telephone numbers and/or Web sites.
- ✓ Don't be surprised if things are disorganized and confused backstage.
- ✓ Be aware of your body language. Communicate confidence by sitting forward in the chair with both feet on the ground.
- ✓ Show warmth by smiling at appropriate times.
- ✓ Look directly at the interviewer; the camera will find you.
- ✓ Use your hands. If you are comfortable with hand gestures, make them occasionally. If not, rest your hands in your lap and change hand positions every few minutes.
- ✓ Wear attractive, yet comfortable clothing on camera. You may be sitting an hour or longer.
- ✓ Avoid wearing clothes with small patterns for television interviews because they don't show up well.
- ✓ Avoid wearing all white, all black or all red. Softer colors are your best bet.
- ✓ Avoid wearing big necklaces, pins or other jewelry because they get in the way.
- ✓ Apply bolder makeup to help you look best under the bright lights.
- ✓ Speak in your own words; avoid reading from notes during a television interview.
- ✓ Avoid using the expressions "uh" and "you know" and "like" or any slang expressions.
- ✓ Talk slowly and stop to think before answering questions.
- ✓ Assume you are always on camera.
- ✓ Most importantly, be yourself!

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