

# **I'M A STAR AND EVERYONE LOVES ME**

“If you are quoted in print, you can get on TV.”

How? Send out a press release about the print write up with “available for interviews” and contact information

## **Preparation for TV/Video Recording**

Video yourself – *PRACTICE!*

Feet parallel and straight forward toward camera

Hands at side or clasped loosely in front of your body (no fig leaves)

Say in your head “I’m really excited to be here” to get that speaking tone

Slow down/restrain yourself to get fewer “um’s and uh’s”

Look at the interviewer, not the camera unless you’re driving home a point

It is perfectly OK to be uncomfortable

## **Speaking to a reporter**

Stick to talking points

It is OK to repeat yourself to avoid getting off subject.

Silence is OK

Any interview (phone/in person) shouldn’t be more than 15 minutes long

## ***WHAT TO WEAR AND WHEN***

### **Colors**

Black is bad for TV

White is fine

Solids are the ONLY option

Cobalt blue looks the best

Jewel tones show up nicely, but pastels are fine as long as they look good on you.

### **Casual Events**

Polo (solid only)

Khakis

Always look like a photograph

A suit and tie is always appropriate

Wear a colored shirt so that you can take your jacket off without looking like you took your suit jacket off to fit in.

If you take your jacket off, roll up your sleeves, but keep the tie tight.

Another option is to leave your sleeves buttoned and take off the tie.

Everyone needs a navy blue jacket

It is okay to be trendy, but watch for professionalism!

### **Ladies**

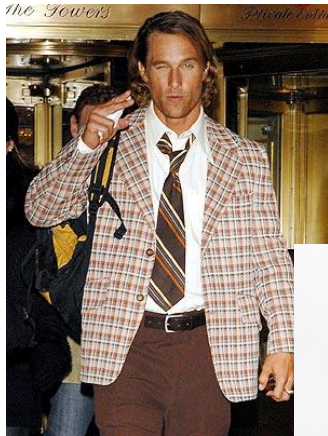
Watch your jewelry

Small earrings (if any)

If you must, chain necklaces without pendants (so it doesn’t sit off-center)

Pull your hair up or back to keep it off your face

# WHAT NOT TO WEAR



You'll note the plaid jacket (this is never acceptable)



While this is extreme, it is a great example of what not to do. Even if it is trendy.

Not only are the horn-rimmed glasses out-dated, but the necklace is way too heavy.



While her hair is okay, the shirt collar is sloppy and the necklace is a pendant that could easily slip to one side or the other.

The wrap is very trendy, but too casual for any campaign event.



# WHAT TO WEAR



Nice, colored shirts with a contrasting tie.  
Tie tight, sleeves rolled.

You can always add a nice sport coat or blazer!

Hair back, minimal to no jewelry, makeup neutral.  
Dark jacket and crisp shirt. The only change that  
could be made here is to swap the white shirt for  
one of a solid color.

