

# ROGUE ACTION CENTER

## Tools for Organizing: Appearing On Television

### **Eye Contact**

- Look the reporter in the eye when you're being interviewed in person
- Look the camera in the eye when you're talking from a remote location to a studio anchorperson
- Look alert and interested
- Have a slight smile on your face -- it makes you seem warmer to a TV audience

### **Posture**

- Sit up straight and don't slouch
- Keep feet on the ground, legs not crossed
- Put hands in your lap or on chair arms
- Don't make big gestures with your hands
- Lean forward slightly
- Don't swivel, fidget, or sway
- Don't jingle change in your pocket

### **How to Dress**

At press conferences or rallies:

- Wear a button that highlights our main campaign message
- Stand in front of a sign that highlights our main message
- Wear a work uniform if appropriate to remind the public of the service you provide or the credibility you bring to a topic
- Wear solid colors -- not white

### **Don't Wear:**

- Sunglasses
- Stripes/patterns
- White shirts
- Shiny fabrics
- Tie tacks
- Chains or bracelets
- Large, dangling earrings
- Ruffled shirts
- Revealing necklines
- Wild ties or scarves