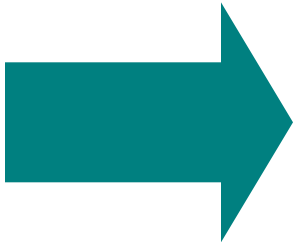


WHAT TO WEAR ON TV & SELECTING AN INTERVIEW LOCATION



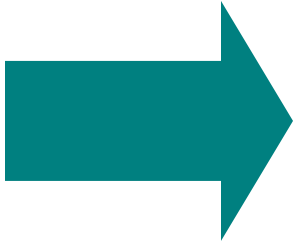
What you wear for an interview is as important as what you say. Certain colors work better with high intensity lighting and some clothes patterns don't work well on camera. Here are some hints to follow:

Avoid:

- White - it can become too overpowering ... even a white shirt under a suit tends to wash out and become undefined.
- Black - black tends to attract available light, so as a rule don't wear it.
- Other very bright primary colors
- Wrinkles - the lights will create shadows making wrinkled shirts or suits more noticeable
- Large jewelry - earrings or bracelets that move or make noise
- Other large accessories
- Checks
- Small patterns - very small repetitive patterns wreak havoc with the camera.

Do's

- Wear soft colors, shades of blue or earth tones
- Dress simply and professionally
- Wear make-up ... particularly powder



Selecting a room with the appropriate depth and staging is key for getting your interview on air. Here are quick steps to take:

Easy Tips:

- Select a room with enough space, no less than 10 feet, to provide the space for the proper backdrop and the camera crew
- When the producer arrives he/she will be looking to enhance the setting using elements from around the office those may include setting up the interview in front of book shelves, organization's seal/logo, campaign posters, photos or greenery
- Be aware of sound in your area turning of telephones, fax machines and possibly air conditioning units
- Don't be concerned if your office doesn't encompass all or some of these components, we'll help stage the area using resources from near by offices
- Producers typically use an hour to set up the interview space with proper staging and lighting

Here are two examples:

