



You Don't Say...

Ten Ways to Connect with Your TV Audience – Without Saying a Single Word

1. Stand straight and square, or sit straight up leaning forward slightly with feet flat on the floor or legs crossed. This demonstrates confidence and forthrightness.
2. Don't lean into or away from the camera or microphone. Conduct the conversation as if it were just you and the interviewer.
3. Concentrate your attention on your inquisitor; maintain eye contact and speak directly to the individual.
4. Ignore potential distractions such as production people on the set, TV monitors or curious observers.
5. Use positive body language: nod your head, use facial expressions, gesture with your hands and arms. Otherwise, keep your arms at your side – crossed arms form a barrier between you and the audience.
6. Smile only at humor. You want to appear comfortable, but a synthetic smile will strike the audience as insincere. Contain nervous laughter.
7. Don't fidget, such as shifting from leg to leg or swiveling in your chair. Distractions at best, these actions may also convey weakness, tension or discomfort.
8. Cut-aways are the video clips TV uses to set up or bridge sound bites. This is 'on the record' video – make sure your demeanor is appropriate during all taping.
9. Dress conservatively: a solid or muted pattern suit, a light colored blouse or shirt; avoid loud or distracting ties, scarves, jewelry.
10. Enter the interview prepared. Know your message and your facts. Anticipate the first question and have a ready answer. The latter strategy is especially helpful in overcoming any natural jitters.