

R H E D

P I X E L

180 South Washington Street Suite 210  
Falls Church, VA 22046  
T: 703.531.1325  
F: 703.534.0245

## ***On-Camera Considerations***

- Have talent/interviewee bring an alternate set of clothing.
- Herringbone, stripes, or small patterns do not look good on camera.
- Keep jewelry simple.
- Do not allow interviewees to wear bright white. Cream, eggshell, or light gray are preferred.
- Utilize a make-up artist. People give a better interview when they look good. Decision-makers favor approval copies when their people look professional.
- Maintain eye contact throughout the interview.
- "Edit in the Camera." Encourage short answers and come back to topics again. Better to focus on good, tight answers, than trying to cobble together six takes to make your point.
- Avoid enumeration or the phrase "Like I said before." It is highly likely that you may use step three, without steps one and two. You also wouldn't be asking the question again, if you were happy with what the answer was "before."
- Don't be afraid to stop and start over. Do not let an answer ramble on. Smiles and nods encourage subjects that they are 'on-target.'
- Relax.