

Presenter Guidelines

Each project at **UWTV Production** is unique. It will have specific requirements regarding talent and presenter performance, wardrobe, and visual aids. The following guidelines apply to TV production in general and can help you to prepare for that moment when the camera is pointed in your direction. For more information, you can watch the video, "[The Talent Zone.](#)"

- **WARDROBE**

Wear comfortable clothes that you feel good in. Keep in mind that your audience should focus on you, not your outfit. Solid colors in pale shades work best. Black, white, saturated reds, and bright colors look especially bad on camera. Avoid tweed, herringbone, small checks, stripes, and other small patterns, unless they are very subtle. Avoid clothing made from glittery fabric or with attached jewels. Avoid large logos, unless the logo is yours and part of your presentation. The small lapel-style microphones we use do not attach well to pullover shirts or sweaters. Jackets with lapels, shirts with collars, button-down blouses, and cardigan sweaters work best. A microphone can be easily attached to a tie. Solid ties work best, though muted tones and subtle patterns work, too. Scarves can brush against the microphone and cause unwanted noise. Keep jewelry to a minimum. Especially avoid big, bright pieces. Large, heavy necklaces may hit the microphone, and some bracelets (including charm bracelets) can make unwanted noise by hitting a table or chair arm. Glasses are fine (especially if you need them). Some presenters will need to stand behind a podium, counter, or desk, so comfortable shoes are recommended.

- **HAIR and MAKE-UP**

As with wardrobe, keep it simple and be yourself. Your daily hairstyle is fine, and make-up should be what you typically wear. We can lightly dust the nose and forehead with translucent powder to remove shine. For an additional charge, we will provide a professional make-up artist.

- **PERFORMANCE TIPS**

If you've never been on television before, you may feel a little anxious, but you can relax. We will do everything we can to make your experience enjoyable and fun. Television is an intimate medium. Your program may be seen by a large audience, but each person watches as an individual. Think of your performance as reaching many people - one at a time. Television is not theater. There is no need to speak loudly or use exaggerated gestures. The best performance is one that looks natural, relaxed, and unrehearsed. For lectures or other presentations without an audience, look at the camera. If others involved in the presentation are on set, look at the person who's talking. Be aware of the cameras; there could be more than one. In live, switched shows, a red light on top of each camera may come on when that camera is active. Check with the director before production begins for which camera to address. When there is an audience, the director usually instructs presenters to ignore the cameras.

- **VISUAL AIDS**

It is critical to let the producer know in advance what type of visual aids that you plan to use. Here are some tips for making the most of your visual aids.

- o PowerPoint is a common tool. But computer screens differ from TV screens, so your PowerPoint presentation will need to be modified to suit television. [PowerPoint templates formatted for television](#) are available on the UWTV Production site.
- Use the mouse as a pointer instead of a laser pointer to capture movements on the TV screen. Keep your movements simple and direct. Point, but don't wiggle.
- Place hand-held props and items being displayed in a predetermined spot. The cameraperson will shoot a close-up shot of these items, so try to hold them in one place.