

HOW TO BE A GOOD TV NEWS GUEST

Going to be interviewed by a TV reporter? Instead of going into a studio or meeting the reporter in person, you're likely going to be talking by phone or video chat. Here are some pro tips for looking and sounding your best for your remote interview. (These tips will also help you look and sound good for all those Zoom meetings!)



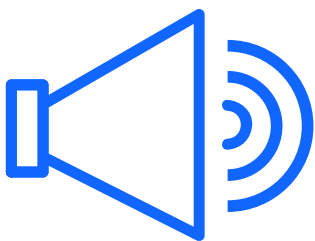
SET UP

- Put your phone on do not disturb. Turn off notifications on your computer.
- Close other windows and applications.
- Gather a few props related to your story.



LIGHTING

- Avoid distracting or reflective backgrounds like mirrors or windows.
- Sit facing a source of natural light (like a window).
- Supplement with a soft desk or table lamp you can move as needed.



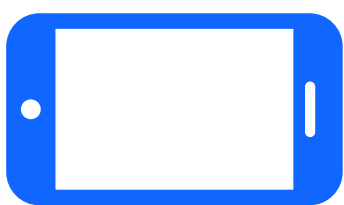
SOUND

- Earbuds with a microphone will give you better quality sound than built-in computer or phone speakers. For wired earbuds, use just the one with the microphone and hide the wires.
- Turn off sources of background noise, like A/C, fans and the TV.



ON CAMERA

- Keep the camera level with your eyes so you are not looking up or down at the camera.
- Keep about one arm's length between your head and the camera.
- Avoid too much blank space above your head by aligning your eyes about a third of the way from the top of the video frame.



SHOOTING VIDEO

- Shoot horizontally, not vertically.
- Keep shots steady - don't move the phone too much. Use a stand or stabilizer if you have one.
- Get a variety of shots: Close ups of objects, wider views of spaces.
- Use the grid lines in your phone camera's viewfinder, placing the shot's object of interest at a point where the grid lines cross.