

Preparing for your on-camera experience at MediaVision

Thank you in advance for scheduling time to visit the MediaVision studio. We have put together these tips to make your visit pleasant and help you look your best on camera.

Preparing for your appearance

Depending on why you're visiting the MediaVision studio, we may or may not have to do some preparation before you arrive.

- Let your contact know if you'll be using a computer on camera or sharing a presentation or other media.
- Let your contact know if you prefer to read a script from a teleprompter.
- Bring a change of clothes and any makeup and hair products if you prefer to prepare for the video shoot at MediaVision.
- Gather and bring your notes, presentations or other materials that will be used during your on-camera experience.
- Acquire quarters for the parking meters outside the Cedar Avenue Service Center.

Dressing for your appearance

Remember, what looks good in life does not always look good on camera. Avoid wearing anything that could be distracting to the viewer.

- Avoid tight patterns, e.g., tweed, stripes, checks and herringbone. They can cause a phenomenon called "moiré" in the camera and make it look like the lines are vibrating.
- Avoid intricate designs, such as florals.
- Avoid the following camera-adverse colors:
 - White
 - Black
 - Navy
 - Bright red
 - Green, if you will be filmed against a green screen
- Avoid light-colored pants. You'll look naked.
- Avoid short skirts. You'll likely be sitting on a stool.
- Avoid vests. They are sometimes perceived as too formal.
- Avoid shiny and reflective things; e.g., lip gloss, glittery or shiny makeup, hair products that add shine
- Avoid distracting accessories:
 - Bracelets or jewelry that might rattle or make a sound
 - Highly reflective jewelry
 - Dangling earrings
 - More than one ring per hand
- Wear socks above the calf if you will be seated.
- Men should have one inch of shirt cuff showing below their jacket cuff.

- Pastels, neutrals and solids work well. Blues (with the exception of dark or navy blues), greens (unless you are being filmed against a green screen), grays and earth tones work best.
- If you have the option of wearing contacts or glasses, wear the contacts to avoid the possibility of reflection.
- Wear your hair out of your face and check for stray pieces; otherwise, that is what viewers will focus on.

Arriving at the studio:

1. Arrive at the Cedar Avenue Service Center at 10620 Cedar Avenue. Bus service is inconsistent; so, it is best to drive your own car to the location.
2. Pull into the parking lot in front of the large, wooden door and park at the meters. The first 15 minutes are free, and the cost is \$0.25 per 15 minutes after that (\$1.00 per hour). Please bring quarters.
3. The front door is locked. You will be buzzed in at the front door.
4. Call the person you are meeting or the MediaVision reception desk at 216.368.3777 so someone can greet you at the front door and escort you to the studio.

Appearing on camera:

- We want to help you look your best. If your skin appears shiny on camera, we may add powder makeup to reduce the shine. The studio lights tend to be hot and make you sweat. If your glasses are highly reflective or tinted, we may request that you remove them.
- We will conduct sound and lighting tests. You will be asked to talk in a normal tone of voice so that our microphones can be adjusted, as needed.
- Depending on the format for your on-camera appearance, it is common to be seated on a stool with or without a back, but you may stand or sit in another type of chair.
- If you're recording, it's okay to do more than one "take." Don't feel bad if you have to start over. That is why editing exists!
- Speak a little louder and with more energy than you normally might. Television tends to decrease the energy in your natural voice to make you sound flat and monotone.
- When being interviewed, try not to look at the ceiling, the clock, the cameras or other distractions. Look at the person interviewing you as you would if you were having dinner with a friend.
- Remove everything from your pockets to avoid bulging pockets or jingling.
- Act naturally. Smile, laugh or be serious as you normally would. The worst thing is a frozen face. Show expression.
- Use smaller gestures. Everything you do on camera is magnified by the lens.

Most importantly, be yourself and have fun! Thank you for using MediaVision.