

Top 5 Rookie Mistakes Made On-Camera:

Shannon
O'DOWD



1 Being Too Technical

You will isolate your audience by using jargon and technical details that the layman doesn't know or understand. It may make you smart (and even credible) but it will not propel your career. The goal is to be a credible expert, but also makes things understandable, conversational, and even enjoyable to watch.

2 Winging It

Just because you are a good conversationalist or a good public speaker doesn't mean you are a naturally good interviewee and you should just wing it. This is a completely foreign atmosphere and you want to be prepared and thrive in it as it's often live without multiple takes available. If you don't prepare, you may stammer, go off on irrelevant tangents, or do strange nervous-energy things with your body and speech patterns because you are ill prepared.

3 Trying to Control the Process

Don't try to add more than is being asked, interject new topics that aren't clearly related, or try to take over the interview or "steamroll" his/her process. You are the guest...and to be invited back (or to other parties) you have to have good interviewee manners.

4 Bad Posture & Low Energy

Don't slouch, wait to be engaged by the interviewer, or think that the camera will pick up your inner enthusiasm so you don't have to show it (it won't). Although you are the one being interviewed you have to take charge of your energy, how you are perceived, and how engaging and charismatic you are to your audience.

5 Not Taking In Environment

Find out how many cameras are covering you and how to know which one is on when (often there is a light, but it's okay to ask the producer beforehand). This way you can be careful of your body positioning so you are not in profile the whole time. We want to see your face!

