

Tips for What to Wear for a Broadcast Interview

When you are participating in a broadcast interview, it's very important to dress – first and foremost – for your *personal comfort*. If you are wearing a new outfit, try it on ahead of the interview to make sure you are comfortable in both sitting and standing positions. Remember that you want viewers to focus on *what you say, not what you wear!*

In the aftermath of MVIs, there are often t-shirts or sweatshirts with a theme color, logo and (sometimes) a hashtag (#BostonStrong) that are always appropriate to wear to memorialize the MVI.

Here are some additional tips about how to dress for broadcast interviews in a way that helps you to look your best:

- Dress in a simple manner that will not distract from what you have to say.
- Wear clothes that are neatly ironed.
- Shine your shoes before the interview.
- Solid pastel shirts, blouses and dresses usually look good on-camera. Many experts recommend blues and greens for your primary color.
- If you are wearing a blazer or suit, one with slim lapels looks best on-camera.
- It helps to wear an outfit with pockets, in case there is a lavalier microphone so it's easy to place the small receiver.
- Avoid the following:
 - White (which tends to glow on camera) or black (which tends to come off as severe)
 - Fabrics that feature stripes, checks or intricate designs (which are quite distracting)
 - Any jewelry (earrings, necklaces, bracelets, watches) that dangle and make noise when you move, or interfere with your microphone
 - Vests
 - Short skirts or dresses for women – they should be at least knee-length or lower
 - Low-cut blouses or dresses for women
 - Any products that make your hair shiny

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