



NMVC

National Mass Violence Center

Providing Resources to Victims,
Survivors, & Those Who Serve Them

National Mass Violence Center
Department of Psychiatry & Behavioral Sciences
Medical University of South Carolina
67 President Street, MSC 863
Charleston, SC 29425
NMVRC.org

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.

Looking 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.

What to Avoid

- ⇒ 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

The NMVRC is grateful to victim advocate Anne Seymour and to both Bruce Shapiro and Elana Newman of the DART Center for Journalism & Trauma for their collaboration on this tip sheet.



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