

On Camera Delivery Tips

The “Es” and “Is” of Broadcast Delivery Energy, Enthusiasm, Emphasis, Inflection, Interpretation

As You Write Your Copy Say It Out Loud To Determine:

- ✓ Whether the lines can really be read comfortably and with proper emphasis
- ✓ Whether the writing and meaning are easy to understand and comprehend
- ✓ If the writing/content is conversational
- ✓ Whether you have words that are difficult to pronounce or awkward
- ✓ The real length of your report



On Camera Appearance Tips

- ✓ Try to be relaxed and natural
- ✓ Establish and maintain eye contact with the camera lens (viewers!)
- ✓ Don't look away from the lens unless to look down to check your notes
- ✓ Don't look at notes too often; don't be wedded to your notes
- ✓ Notes should contain key talking points or key phrases to guide you through what you are going to say
- ✓ Think of it this way: “First I'm going to talk about this, then I'll talk about this...” Have report broken up into three or four talking point sections
- ✓ Notes should also contain information that would be hard to memorize such as numbers, addresses, names, quotes, etc. that could be hard to remember
- ✓ Hold the microphone straight and still, don't let it sway
- ✓ Maintain a relaxed comfortable standing position, don't be too stiff, don't sway
- ✓ When you finish your report, “hold your look” for several seconds until you are given the “clear” sign by the camera operator. So don't lower the mic or relax too much until that happens
- ✓ Practice, practice, practice! Rehearsing out loud in front of a mirror, a friend, or a pet is good practice and will help you give a smooth delivery during the real report

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