

INTERVIEW BASICS

Congratulations! You've been tapped to appear in an ASHRAE promotional or instructional video. Don't worry; the camera will love you. Before your scheduled shoot, please review the following tips to ensure filming is both fun and productive:

HOW YOU LOOK

- **Wear Clothing That Makes You Feel Good about Yourself** - Dress in low contrast clothing; if you're light skinned, avoid black. PLAID IS BAD. Patterned clothes can cause a 'fluttering' effect on camera. Keep clothes solid and neutral, cover your arms, and keep jewelry to a minimum. Above all, choose comfortable clothing that showcases the real "you."
- **Mom Was Right: Sit Up Straight** - The camera exaggerates everything because there is nothing to distract the viewer. If your posture is poor, viewers will think you've checked out and lost interest. Your body should convey your energy and intelligence without being stiff and robotic.
- **Smile!** - A warm and genuine smile does wonders for coming across as sincere and confident. But flashing those pearly whites is only part of the key to smiling. The eyes can dictate whether a smile is real or forced.
- **Talk business, Not Business** - It's best not to wear any attire or brands, especially those that identify your company or brand. Please review ASHRAE's commercialism policy for more information.
- **Look Where they Tell You** - Your eyeline is where you're looking while you're on camera. It's either off-camera or direct, but never both. Don't be afraid of the lens. Blink naturally; excessive blinking signals a lack of sincerity. Don't be afraid of flubs, either. That's why we have editors.
- **Stick 'em up! Your hands, that is** - Check with the camera person to get a sense of what is in or outside of the frame. Keep your hands at about your beltline, palms open, and use slight gestures to emphasize what you're saying. Try to avoid touching yourself, don't block your face, and don't sway or turn your head too suddenly or drastically.

HOW YOU SOUND

- **Use Your Natural Voice** - While some of us admit to practicing our news anchor voices, leave that Tom Brokaw voice at home. Be yourself and speak to the camera like it was your best friend. Not only is it more natural, but it's what people expect.
- **It's How You Say It** - You know what you're talking about. So focus on how you deliver the goods. Your choice of words is key. Simple and clear beats a multisyllabic mouthful any day. Enunciate and avoid slang.

- **Review the script** - If you're lucky enough to have a script ahead of time, be sure to review or even memorize it in the weeks leading up to filming.
- **Drink Water** – Dry mouth is the enemy of talking. Get that frog out of your throat with a sip of water. Taking a water break can also be a way to step away from the camera and calm your nerves.
- **Pause more than you would in real life** - Take pregnant pauses in between statements. It might feel awkward to speak slower than you're used to, but it will look a million times better.
- **Always repeat the question** - Adding that context will make it clear to the viewer what you're talking about, which will make you the video editor's best friend. In any interview, they'll ask you a question. Repeat the question in your answer, but don't add inflection.

Interviewer: "What's your biggest takeaway from today?"

YES: "What I'm taking away from today is..."

NO: "Lots of stuff!"

WHAT SHOULD I WEAR?

- Muted, solid colors work best. Greens, greys, and blues look especially professional. Avoid stripes, repeating prints and patterns, as they can render poorly on video.
- Layer your clothes so you can dress up or dress down depending on what the situation calls for. For men, a shirt, jacket and tie are a good bet. For women, a blouse, blazer and accessory (like a scarf) offer lots of options.

OTHER TIPS

- Sit in front of the camera only when you're feeling calm, cool and collected. Start by introducing yourself. Take deep breaths before you go live, and continue to breathe easily when the camera's on. If you find yourself breathing or talking too quickly, it's time for a break.
- Turn off your phone.
- Bring your business card (or spell it on camera) to ensure your name is spelled correctly. Additionally, bring a signed release, or ask the interviewer if there is a release you can review and sign on site to ensure the correct legal permissions are obtained.
- Practice! Focus on being right there, on point with eye contact, speaking in complete sentences, giving good pauses. Experiment which side of your face is your "better side". Record yourself on your phone, and play it back so you can hear the tone in your voice and get an idea for what your body language and posture looks like. Feel free to experiment and try new things in order to knock your interview out of the park!