**SPEAKING ON CAMERA: DO’s and DON’TS**

**Do:**

* Talk about what you do every day (stories of public service).
* Connect what you do to your audience.
* Speak from the heart.
* Answer the question they should have asked.
* Repeat yourself to reinforce core points.
* Smile – If you’re on camera, you look sadder/angrier.
* Use your language, not the interviewers.

**Don’t:**

* Say anything you can’t back up.
* Say anything you wouldn’t want broadcast on CNN.
* Make this about the union.

**Other Tips:**

* Everyone is nervous. This is about “nervousness management.”
* If you prepare and practice, you’ll do better.
* Get in the stance: feet parallel, pointed in same direction, with dominant foot backed up a few inches. This moves center of gravity back, prevents rocking. Grip the floor with your feet to release tension.
* Look at the audience, not your notes.
* Stick to your message.