



## Make the most of your appearance on Access Skagit County



How you look and sound on camera can be as important as what you say. While you should not try to be someone you are not, it is important to not have what you are wearing, or how you are speaking, distract from what you are saying.

Please be aware that Commissioners Meetings, Public Comments, Consent Agendas, and most public presentations and public meetings are not only **broadcast live on Skagit21**, (Comcast Channel 21) but are also **streamed live** and archived at [www.SkagitCounty.net](http://www.SkagitCounty.net), available for viewing anytime by anyone with access to the internet worldwide.

The following list of suggestions, in no particular order, is provided to help you make the best presentation possible. Please remember that Skagit21 does not normally do "post production." In other words, what happens during a session is **broadcast live** (in real time) unedited, streamed and archived on the web.

- Be sure to provide the station operator with your name, title and company information as applicable. If you will be introducing or having other people assist with your presentation, please provide their names to the station operator as well.
- If you have any presentation materials such as an MS PowerPoint presentation, please contact the station operator at least 30 minutes before airtime.
- If you have a handout, please consider bringing it in electronic form such as an Adobe® Acrobat® .pdf file, and distribute it before your presentation.
- Remember, your presentation material is being broadcasted as well. Stay away from "fancy" fonts and use a font size of **at least** 20 points.
- Avoid shuffling papers, clicking pens, any unnecessary movement, and be sure your cell phone is turned off. The microphones located at the podiums and throughout the room are very sensitive.
- Avoid wearing:
  - White - It glows and it becomes the most noticeable thing on the TV screen.
  - Black - It is too harsh, can suck up all the light, and against the black background will make you look like a "floating head" on television.
  - Bright Red - Bleeds on camera and is distracting.
  - Stripes, herringbone, small intricate designs, flashy jewelry and small plaids and checker patterns are all very distracting on television.
- Speak louder and with more energy than usual, like you are telling a story in a noisy restaurant. If you don't boost your energy level, you will sound flat and monotone on TV.
- Do not touch or otherwise adjust the microphone(s) near you. They are placed in positions far enough away from you so that if you turn your head to talk to the commissioners, staff, podium or audience, they will pick you up clearly without a "hot spot."
- If presenting from the podium and using the overhead projector, remember that if you must adjust or change the item on the projector, do so and then return to the podium before speaking again. The cameras and microphones are optimized for the areas where you stand or sit when presenting.
- Avoid wearing tinted glasses.
- Avoid wearing hats with any brim in the front. The cameras are up high and point down so that all will be seen is a shadow where your face should be. Brims also interfere with the audio.
- Finally, remember you are not on your own. The staff of Skagit21 and Access Skagit County want you to have the best presentation possible as that makes interesting television and helps you get your message out. For example, if the operators see you needing to cough or sneeze, or lean over to whisper something to the person next to you, they will do their best to compensate by muting the microphones around you, changing to another camera, or whatever else may be possible if appropriate.

Remember the staff and operators of Skagit21 are here to help you. If you have questions or concerns, please arrive early and discuss any issues with them. You may also contact the station manager at (360) 419-1107 or [briany@co.skagit.wa.us](mailto:briany@co.skagit.wa.us)