



**“The St. Lucie Education Channel”  
WLX-Horizon TALENT RELEASE**

I hereby agree to the videotape recording of my participation in the program(s) entitled:

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For broadcast, cablecast, webcast, non-profit distribution, and other related educational purposes by the School District of St. Lucie County Only. ***No other use is permitted without prior approval of the Media Services Department.*** I acknowledge WLX-Horizon’s ownership of the program and agree that they may use my name, likeness, and biography for the purpose of promoting the program(s). I warrant and represent that all material furnished by me is my own for which I have full authority for such purposes.

Print your name\_\_\_\_\_

Your Signature\_\_\_\_\_

Under 18 Parent/Guardian

Signature:\_\_\_\_\_ Date\_\_\_\_\_/\_\_\_\_\_/20\_\_\_\_

**Character Generation Request**

***(How you would like your name to appear on the TV screen) Print clearly!***

Your Name:\_\_\_\_\_

Your Title:\_\_\_\_\_

Your Organization:\_\_\_\_\_

Phone number of your organization where viewers can get more information:  
(\_\_\_\_)\_\_\_\_:\_\_\_\_\_.

Organization Web Site:\_\_\_\_\_

Email address for more information\_\_\_\_\_

# WLX-Horizon On Camera Style Guidelines

You would never create a product without designing an eye-catching package. Yet many executives and first-time TV guests don't give a second thought to what they'll wear on television. Don't you make that mistake.

So, how should you dress on TV? Whether it's a live interview on the six o'clock news, an employee training video, or an on-camera speech you'll want to come across as someone reputable and reliable. When you look good, the public will be more receptive to your message and see you as an authority on the message you deliver.

## DO WEAR

Solid color professional attire such as:

- Suits
- jackets/blazer
- sweaters
- dresses with sleeves
- blouses/button-down shirts with sleeves

Recommended attire colors:

- royal blue
- purple
- orange
- yellow
- pastels

## AVOID

- Busy prints/patterns
- Black, red, white, or dark navy blue
- Sleeveless tops/dresses
- Large shiny jewelry
- Wearing employee badges

***Please note that our staff reserves the right to ask that you not appear on a program if guidelines are not followed.***

WLX-Horizon "The St. Lucie Education Channel"  
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Comcast Channel 13(Ft. Pierce) 19(Port St. Lucie) Blue Stream Cable  
Channel 19 AT&T U-Verse Channel 99

