



“The Education Channel”

WLX-TV TALENT RELEASE

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

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-TV’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_____

ITV0002

STUDIO DRESS CODE ON PAGE 2

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Comcast Channel 13(Ft. Pierce) 19(Port St. Lucie) Hometown Cable
Channel 19 AT&T U-Verse Channel 99 / Lifestream Channel 65

What to wear on the set of a WLX-TV studio production

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 for TV? Whether it's a live interview on the six o'clock news, an employee training video or a 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.

Wearing wild colors, distracting clothing or jewelry will just add confusion and take away from what you want to say. The bottom line – in TV as in life – first impressions count. If a person running for president was on TV discussing economic policy dressed in cut off jeans and a tie-dyed tee shirt – the viewer scratches his head and wonders – what's wrong with this picture? You may only get one chance to make your point on television.

Looking your best helps focus your message. Here's how to do that:

1. Think carefully about what you will wear. Some clothing will look good to the camera and some will distract. The worst on-camera offender - white clothing. You seen this yourself – The on camera interviewee sounds great – but their white shirt or jacket's washed out in the lighting, the detail is gone, the brightness burns your retina! The reason? A camera doesn't see light the way your eye does Too much bright to dark contrast and something's got to give. So either the bright or dark color loses detail. In other words, just because it looks good to your eye does not mean it will look good to the camera. The contrast ratio problem also applies to dark clothing. Pure black and navy blue clothing will loose all detail and appear like a solid dark blob. ***Please do not wear all white!***

Also clothing with fine patterns will cause a moiré (a distracting wavy effect) pattern when seen on TV. Examples of some clothing that may cause this are, Herringbone patterns on a jacket or small check patterns. If in doubt bring several sets of clothing to the video shoot and consult with the director. The best types of clothes to wear are solid colors and pastels.

2. Now that you've got clothing nailed down, it's time to think accessories. These little things you wear can distract from you or even ruin a shoot. Things to avoid include: Shiny jewelry (they could glare and reflect light distracting the viewer from you and your message), Watches that beep, pagers (even ones that are set on vibrate. because even if the viewers can't hear it you will be distracted

3. Colors: Ever wonder why Presidential Candidates always stand in front of a royal blue curtain background? No it's not because they had a sale on blue fabric. That color happens to be the most flattering to most skin tones – It literally makes you “pop” out of the background. It's also a good color to wear close to your skin. A royal blue blouse or shirt will make you look terrific – consider wearing it when the local or national TV news asks for a comment.

Please note that our staff can ask that you not to appear on a program due to wardrobe issues.