

Greetings, friends.

I am a long-time pastor as well as a former TV reporter for 9 years. I also used to help train religious leaders for national media through Auburn Seminary's program. I have been asked to put a few tips together for anyone interested in upgrading their on-camera presentation, whether it be TV, livestream or YouTube.

- 1) The energy flow is different. In the pulpit, our energy goes out to the congregation. On camera, it is extremely intimate as the camera comes to you. That means you have to aim your energy to be as if you are talking to one person. It took me a while to get this, but it makes all the difference on the world.
- 2) If you are ever in an TV interviewing situation, never look at the camera. It makes people mistrust you. Instead look at the interviewer, but square your shoulders to the camera. In our video-streaming and worship situations, you MUST look at the camera at least some of the time. Make sure you're looking at the right part of the camera too. That doesn't mean you can't use a manuscript. I am a manuscript preacher, and a week ago I realized I was too tied to the manuscript which was very low...My head was bobbing WAY too much. This week,(just videotaped my service yesterday) I held my manuscript up as if it were a choir folder, and it was much more natural.
- 3) SMILE and laugh...it shows you're human and puts your congregation and audience at ease. It's ok to let people know you're new at this too. People can spot authenticity or the lack of it a mile away.
- 4) Clothing/women: don't wear earrings or other jewelry as it distracts people from what you're saying. Same is true of brightly colored makeup. BUT makeup is helpful for both men and women--natural color for face to make you look healthy; a neutral color of lipstick for women; Make sure your hair is in place and not wild or it has the same effect as jewelry---people will say, why doesn't he/she get her hair out of her face instead of hearing your powerful words!

As far as clothing...black and white are pretty bad for TV. However, that's pretty much what we wear for robes. A colored stole is good and makes your presence "pop" on camera. If you're not wearing a robe, solid colors are best, especially blues, and reds. Plaids and stripes are no-no's for the camera. The patterns are WAY too much and get distorted!

- 5) Make sure, just as in your written manuscripts that you credit sources. Copyright laws apply!
- 6) Don't move around too much...it's distracting. But also don't be super stiff. That's true in facial expressions as well. In TV interviews, there is a reason why reporters and anchors get botox. I left TV when HD came along...no botox for this face!! That doesn't apply to our work in the parish...real authentic expressions are important~~
- 7) Don't worry. You can always adjust things for the next time. People will be/are forgiving.

8) Relax and have fun!! (If that's possible after all of this :))

We're all in this together...I look at my recent YouTube videos and critique myself with a loving touch...this is an exhausting time and our folks are so glad we're doing anything to help them stay connected.

Grace and Peace...

Josie