



PARTNERING WITH YOU!

Congratulations! It won't be long before you appear on "ciLiving," Central Illinois' premiere community lifestyle and entertainment show!

We want this to be a productive, enjoyable experience for you, so please read through the information below. Consider us your partner in this effort!

➤ **TAPING DETAILS**

"ciLiving" is produced from the WCIA-3 studios at 509 S. Neil St., Champaign, IL 61820 (at the corner of Green & Neil). This address will be sufficient for GPS systems. You may park in the spaces in front of the station or the lot behind it. Please check in with the receptionist at the front desk.



Please arrive at the station between 3:30-3:45pm. The show begins at 4:00pm sharp and we want to have time to get you settled in and make proper introductions!

Segments generally run about four minutes in length. Due to production constraints, certain segments will be recorded "live to tape" in advance of their airing. The station reserves the right to edit pre-recorded interviews to fit the time available in the show.



TEAM 3 TIP: Watch at least one episode (or better yet- become a regular viewer!) prior to your appearance. Note what people are wearing, how the interviews are paced, and the hosts' personalities.

➤ **PREPARATION**

- 1) **Plan your topics in advance.** The ciLiving guest worksheet helps you plan ahead, providing for a more meaningful, more professional interview. What makes your business/organization/agency special? How do you execute your mission? Why are you passionate about what you do? Why should people pay attention to what you're saying? While the host may ask follow-up questions that are not pre-scripted, the pace and topics of the interview will be understood in advance.

- 2) **Think visually.** Television is a visual medium! Props, pictures, and/or demonstrations support the segment and tell your story better. What would you want to show people to help them become excited about your service, product, or event? What kind of "show and tell" can you bring that will make your segment compelling?

- 3) **Extend the value of your appearance.** Interactivity improves people's connection to your product/project. Do you have an idea for a contest? Is there something you'd like to give away as part of our segment "ciGiving" that will promote your upcoming event? (Not required)



TEAM 3 TIP: Do NOT script answers for yourself! This leads to stilted, awkward interviews. Know your main points and be able to speak on them. (The team will help you with this as well.)

➤ **WARDROBE**

1) Attire: “Smart Casual”

As a lifestyle/entertainment program, ciLiving aims for a lighter, more casual atmosphere.

“This category demands a pulled-together, harmonious, complete look with colors, fabrics, shoes, and accessories, for both men and women. You are going to an informal dinner with friends in an upscale restaurant.

If male, you are wearing dress trousers (or even crisp jeans), a long-sleeve shirt, leather loafers or dressy slip-ons, patterned socks or solid-colored dress socks, a tipped belt, and you may or may not wear a sport coat.

If female, you are wearing slacks, crisp jeans, or a skirt (long or short), a blouse or turtleneck, a fashionable belt, a jacket, a vest, or a sweater coordinated to your outfit, hosiery or socks with boots, flats (leather, suede, or fabric) or mid-heel shoes. You are also wearing jewelry, such as earrings that complement your overall outfit, at least. You are dressed in the Smart Casual category.”

Source: Empowerment Enterprises, Success Tips, Business Presence
(http://www.casualpower.com/business_casual_tips/six_categories.html)

Pictorial Examples: About.Com, Human Resources, Dress Codes
(<http://humanresources.about.com/od/dresscodesforwork/ig/Smart-Casual-Dress-Code>)

The hosts will be wearing similar attire. “Dressy” jeans are acceptable.



TEAM 3 TIP: Theme and/or logo-ed shirts promoting your event, cause or business (related to the interview) are acceptable if the type and design can be read/seen clearly from a 3-foot distance.

- 2) Positioning: Whether you sit or stand on any of our sets, there will be times when the camera can see your entire body. Please keep this in mind as you choose your clothing.
- 3) Colors: Bright colors look great on television! However, it’s best to avoid neon-styles of yellow/green/orange. White shirts/blouses/coats are acceptable, but generally look best when framed with an accent color. Smaller/checked patterns in clothing may or may not be picked up by the camera. No tweed. No sheer tops.

- 4) Style: Feel free to wear clothing that expresses your personal style with consideration to the image you wish to convey of yourself and your organization. Clothing that is overly baggy or overly "form fitting" are not recommended.
- 5) Jewelry: Earrings, necklaces, bracelets, rings are all acceptable. Bracelets should not make noise if you gesture with your hands. Necklaces should not hang below the breastbone if worn inside the shirt collar against the skin.



TEAM 3 TIP: Be comfortable! These guidelines have been developed from the experiences of past guests. When you look good, you will feel good- and that can be seen on television!

➤ **MAKEUP**

- 1) Studio lighting tends to wash out a person's features. Make-up can help restore some of what is lost. If you normally wear make-up, do so for your interview as well. Emphasize cheek bones and eyelashes.
- 2) If you choose to wear make-up, please apply it prior to the appearance; the station does NOT employ a cosmetic technician.

➤ **CONFLICTS**

Due to production issues or breaking local or national news, segments may be "bumped" from their assigned date. **Should your segment be bumped, we will make every effort to let you know with as much lead time as possible;** if you should need to reschedule, we ask that you do the same. Two business days is appreciated. We will arrange a new air date and time with you. As your partner, we want to work together to make this the best experience possible!

➤ **COPIES OF INTERVIEWS**

- 1) **Website.** Some of our segments can be seen online at ciLiving.tv or can be accessed on www.illinoishomepage.net under the "ciLiving" tab. **We cannot guarantee that a segment will be posted.** Please plan to record your segment independently.
- 2) **Hard copy: special guests.** If you are unable to make your own copy of the segment, you may order a copy of the whole show through a third party vendor, NewsPowerOnline. Their phone number is (615) 256-4714. Be aware that there is a fee. Additionally, they will need to know the name of the show ("ciLiving") and what date the segment aired.



TEAM 3 TIP: When you call NewsPowerOnline, knowing the name of the show ("ciLiving") and the date of the broadcast will accelerate the process of ordering your show copy.

Thank you for your interest in "ciLiving!" Please do not hesitate to contact us with any additional questions. We'll see you soon!

Best Regards,
The ciLiving Team