

For Producers:

Post this on your website as a guideline for anyone wishing to appear on your program, and send it to your guests, panelists, experts, and other interviewees before it's time to go live with their call.

For Guest Speakers:

If you're invited by one of our producers or coordinators to be a video call-in guest or interviewee for a television or online production taking place over Skype, use the following guidelines to be sure the segment you appear in makes you look professional.

(In the future, if you promote yourself as a regular or available spokesperson for Skype interviews, be sure to mention in your pitch that your home or office setup is configured to follow all the best practices for a Skype video production.)

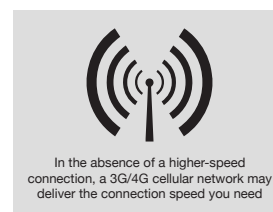
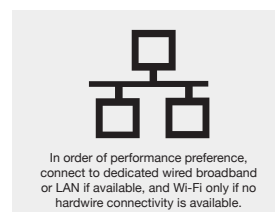
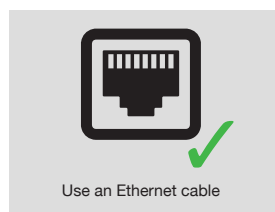
1 Setup: The Basics for Any Skype Call

- Start with a dual-core processor computer or laptop
- Have the following minimum or recommended configuration to run your Skype software:

Hardware	Minimum	Recommended
CPU	1 GHz	At least 1.8 GHz
Graphics Card	32 MB	At least 64 MB
Memory	256 MB	At least 512 MB

- If you're using another Skype device, be sure it's configured with maximum performance options.
- Make sure your Internet upload speed is well over 400 kbps
- Use a dedicated broadband internet access point with greater than 1.2Mbps bandwidth for High Definition calling
- Use a good quality webcam

- Have a separate speaker and microphone for better quality sound
- Use a PC or Mac with a video card and two video outputs.
- If using a laptop, set energy-saving mode for "maximum performance" mode rather than "battery save" mode



2

Day of Interview: Be Ready for Your Live Shot

- Download the latest version of Skype for PC or Mac from www.skype.com
- Remember: switch from wireless to Ethernet if it's available
- Put your webcam at eye level. (Stack your laptop on some books to raise it from the desk or table if necessary).
- Reduce background noise. Locate your computer's microphone and remove any nearby items that may interfere or make sounds.
- Sign into Skype.
- Change your Skype settings to allow calls from anyone (in the Privacy section)
- Find the production caller's Skype name and accept the caller's invitation to add you as a contact so you can receive their incoming call.
- With your Audio/Video webcam settings open, set your shot; use an HD webcam, get your Acoustics/Audio right, set the Lighting right for improved performance
- Check the video preview to make sure you're not looking down at the computer screen; ideally you're positioned to be looking directly at the webcam lens.
- Change all your Notifications – visual, textual, and audible – to ensure you will not receive any during your live interview.

3

During the Call: Ensuring Maximum Quality

- Perform these actions once the call starts. (You can test the call beforehand, but doing so will not properly emulate the behavior of a "live" call.)
- Run speedtest.net from the computer to be used. The numbers for up- and down-link speeds should be greater than 400 kbps and the ping time (the indicator for latency) should be as low as possible (typically 50-200ms). Further, pingtest.net offers an indication on how suitable a connection is for video calling.
- When your live call is in progress, set your incoming calls to "send to voice messages."
- Sit still for a few moments at the beginning of your call—as though you were having a portrait taken—so the TalkShow operator can capture a still image of you (to fallback on in case the live video call gets choppy). If the TalkShow operator doesn't mention taking a fallback snapshot before your live call, request it.

4

Remember: You Are the Expert. Be "Spokesperson Ready"

- Always have your calling area and environment professionally set up so productions will be confident calling you in as an expert.
- Use lighting that illuminates you without shadows, softly and from the front, aimed to gently light your face and features, and won't create harsh shadows.
- Ensure your illumination provides steady lighting. For example, outdoor lighting through a window may be occasionally darkened by shadows, changes in sunlight, moving curtains, etc., which could cause your camera to automatically adjust to correct lighting changes, resulting in less than optimal image quality.
- Buy or borrow a USB microphone if you plan to do live video calls frequently. You will get higher quality than the built-in microphone on your computer.
- Mention all of the things you've done to create a high-quality call-in studio setup to assure producers that they can confidently and regularly count on your professionalism when they need an expert opinion for their show.

