



Partnering With You!

Congratulations! It won't be long before you appear on *KELOLAND Living*, the area's 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

KELOLAND Living is produced from the KELO-TV studios at 501 S Phillips Avenue, Sioux Falls, SD 57104 (at the corner of 13th St & Phillips Ave). This address will be sufficient for GPS systems to guide you to us. You may park in the spaces in front of the station. This is metered parking, so bring some change with you. Please check in with the receptionist at the front desk.

Please arrive at the station at the time indicated in the email confirmation for your appearance. We record each segment between 9:00 am and 11:00 am each weekday and the show is then broadcast and livestreamed at 2 pm later that day. The show is recorded Live-to-Digital, which simply means we try to run through each segment as if it were actually live, with a minimum of stops and starts.

Segment generally run about 6 – 7 minutes in length. These follow a simple Q&A conversation format. On-location segments will be recorded "live to digital" in advance of their airing. The station reserves the right to edit pre-recorded interviews to fit the time available in the show.



KELO CUE: 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 KELOLAND Living 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 are saying? While the host may ask you 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?



KELO CUE: Do NOT script your answers for yourself! This leads to stilted and awkward interviews. Know your main points and be able to speak on them. Notes on-set are fine and may help put you at ease. (The team will help you with this as well.)

➤ **Wardrobe**

1) **ATTIRE: "Smart Casual"**

As a lifestyle/entertainment program, *KELOLAND Living* aims for a lighter, more casual atmosphere.

This category calls for a pulled-together, harmonious, complete look with colors, fabrics, shoes and accessories, for both men and women.

If Male: You are wearing dress trousers (or even crisp jeans), a long-sleeved shirt, leather loafers or dressy slip-ons, patterned or solid-colored dress socks, belt, and no suits are necessary (unless you're more comfortable in one).

If Female: You are wearing slacks, crisp jeans, or a skirt (long or short), a blouse or sweater, 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.

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



KELO CUE: 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-ft distance.

➤ **Positioning**

Whether you sit or stand on any of our sets, there will be times when the camera can see your entire body (unless you are standing behind our demonstration desk). Please keep this in mind as you choose your clothing.

➤ **Colors**

Please wear solid colors, our set has a lot of designs and colors and we find that solid clothing looks best on our hosts and guests. Please avoid all-white, pastel yellow or all-black tops or jackets. Bright colors look great on television! However, avoid neon-styles of yellow/green/orange. White shirts/blouses are acceptable, but generally look best when framed with an accent color. No tweed. No sheer tops. Smaller/checked patterns may or may not be picked up by the camera.

➤ **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" is not recommended.

➤ 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.



KELO CUE: 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!

➤ Make-up

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 cheekbones, lips, and eyelashes. If you choose to wear make-up, please apply it prior to your appearance; the station does NOT employ a make-up artist. However, we do have blotting powder available for those shiny spots.

➤ CONFLICTS

Due to production issues or breaking local or national news, segments may be pre-empted and "bumped" from their assigned date. **Should your appearance be bumped, we will make every effort to let you know with as much lead time as possible when the segment will be re-broadcast.** As your partner, we want to work together to make this the best experience possible!

ILLNESS: If you are not feeling well or running a fever, please call as soon as you can to let us know when we can reschedule your segment. We would love to have you on another time.

DELAYS: If you run into any problems that will delay your arrival on the date of your scheduled appearance, please call (605) 941-5506.

➤ COPIES OF SEGMENTS

- 1) **KELOLAND.com** All of our segments can be seen online under the [KELOLAND Living](#) tab.
- 2) **Embed Codes** An embed code will be provided for all sponsored segments. This will be sent to you, along with an on-set photo of the guest(s) and host, via email from your KELOLAND-TV Marketing Strategist the day your segment airs. This allows you to post the segment on your website.

Thank you for your interest in [KELOLAND Living](#)!

Please do not hesitate to contact us with any additional questions. We will see you soon!

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