



## **Antoni Lee's four hot tips for constructing effective video messages:**

### **Tip 4:**

#### **Don't let your eyes wander during an interview**

Hi, Antoni here.

Where you look when you're on camera gives viewers important signals about who you are and what you're saying.

Under the reductive power of the close-up, the whites of your eyes contrast against your irises, making even tiny flits in one direction or another, highly visible and loaded with implication.

In short, there are two 'at rest' directions to point your eyes.

Spokespeople and interviewees ought to look to the interviewer, not to camera. Viewers viscerally sense discomfort when interviewees look straight to, and usurp the camera.

Presenters however, look straight down the barrel, into camera, or very close to it.

Staring is another way to make viewers uncomfortable. Wooden staring usually suggests unmanaged nerves and isn't necessarily solved by mechanically increasing your blink rate.

Rather, manage your nerves and get into your content, so you can speak comfortably. Know it and believe it — or at least act like it.

And keep your eyes on the interviewer or the camera. Don't let them wander up, down, sideways without intent. Especially when you're making important points.

Thanks for watching.

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About Antoni Lee: Antoni is a communication and issue management professional with more than 20 years' experience in government, business and industry, social sector and political arenas. He is a sought-after media and communication trainer in Australia and overseas. He is also a respected crisis advisor and a polished and awarded writer.

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