



**THE LEADERSHIP INSTITUTE**  
**Introduction to Television Techniques Workshop**  
**September 18, 2009**  
**Steven P.J. Wood Building**  
**Arlington, VA**

**9:00 - 9:30AM**

**REGISTRATION**

**9:30 - 10:00**

**Message Development**

**Beverly Hallberg**  
*Executive Director*  
**DISTRICT MEDIA GROUP**

**10:00 - 11:00**

**Message Delivery**

**Beverly Hallberg**

**11:00 - 11:30**

**Personal Appearance**

**Beverly Hallberg**

**11:30 - 12:30 PM**

**In-Studio Exercise**

**Beverly Hallberg**

**12:30**

**Adjournment**

**THE LEADERSHIP INSTITUTE**

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