



Introduction to Television Techniques

Thursday, May 9, 2019

Breakfast & Check-in begins at 9:00 a.m.

Welcome and Introduction

9:30 a.m. – Hannah-Catherine Smith, Leadership Institute

Lecture – Message Development

9:35 a.m. – Rachel Semmel, District Media Group

- Analysis of media interviews, including timing and content
- Introduction to messaging
- Integrating stories, facts, and stats

Lecture – Message Delivery

10:15 a.m.

- Vocal emphasis
- Using inflection and tempo to deliver your message

Lecture – Personal Appearance

11:00 a.m.

- What to wear
- Proper use of hand gestures
- Necessity of make-up

Practice – In-studio Exercise

11:30 a.m.

Attendees go through two rounds of stand-up interviews and record 10-second soundbites.

Final Thoughts and Q&A

12:15 p.m.

Conclusion

12:30 p.m. – Hannah-Catherine Smith

Lunch

12:30 p.m.