



Television Workshop, On-Camera

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

July 2nd, 9:30 a.m. – 12:30 p.m.

Welcome and Introduction

1:30 p.m. – Hannah-Catherine Smith, Leadership Institute

Interview Techniques & Messaging

1:35 p.m. – 2:00 p.m. Rachel Semmel, District Media Group Media Relations Director

- Foundational television interview techniques
- Develop interview talking points

One-on-One Media Interviews at Desk

2:00 p.m. – 3:00 p.m.

- 3 to 5-minute interviews with a host
- Playback
- Interview is reviewed and critiqued

Break

3:00 p.m. – 3:15 p.m.

Satellite Interviews

3:15 p.m. – 4:30 p.m.

- 3 to 5-minute interviews with a host
- Playback
- Interview is reviewed and critiqued

Conclusion of School

4:30 p.m. – Hannah-Catherine Smith