



# Television Workshop, On-Camera

*Check-in begins at 5:30 p.m.*

**July 11th, 6:00 p.m. – 9:00 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