Day 1: Lights, Camera, Action: How to Prepare for Your First On-Camera Interview

There’s a lot that goes on behind the scenes when preparing for a media interview. It starts with understanding your audience, what you want to say, and how you’re going to say it. This comprehensive overview will set you up for success for your first (or tenth!) media interview. You never know, the opportunity may be just around the corner…

In this lecture, we’ll cover:

• Defining your media purpose
• What makes up successful messaging
• Media interview formats
• Physical appearance
• Which camera to look at (it’s a bigger deal than you think!)

Day 2: How to Land Your First TV Interview – Get Published!

Did you know you don’t have to be a full-time professional journalist to appear on TV? The Leadership Institute’s Campus Reform has launched the career of dozens of professionals in media, politics, and the private sector. So what can you do to join them?

In this lecture, we’ll cover:

• Looking for stories on your campus
• What you can do to get noticed by national media
• Get published, paid, and perhaps national media attention for you work with Campus Reform
• How an internship can help you prepare for life after college
• Landing your first job in media after college

Day 3: Messaging to WIN in Practice

You know the basics; you’ve done the work. Now it’s time to practice what you’ve learned!

In this training, you’ll:

• Learn how to write effective talking points
• Practice being interviewer AND interviewee in small groups
• Engage in an optional mock interview
• Receive feedback on your messaging and interview technique