

**AGENDA (Sample)**

# Introduction to Television Techniques

**Welcome and Introduction**

Ryan Brann, *Director of Communications Training – Leadership Institute*

**Lecture – Message Development**

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

**Lecture – Message Delivery**

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

**Lecture – Personal Appearances**

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

**Practice – Virtual Exercise**

- Attendees go through stand-up interviews and record 10-second sound bites

**Final Thoughts and Q&A****Conclusion of Introduction to Television Techniques**

Ryan Brann, *Director of Communications Training – Leadership Institute*