



# Television Workshop: Introduction to Techniques

## Prep for Your TV Appearance —

The Introduction to Techniques Television Workshop prepares conservatives to tailor their message for TV.

Ideal attendees include academics, policy analysts, authors, aspiring commentators, students, candidates, public officials, and public relations professionals

You will learn how to:

- Speak in soundbites
- Dress for television
- Interact with interviewers
- Avoid rookie mistakes



**Leadership Institute**  
Steven P.J. Wood Bldg.  
1101 N. Highland St  
Arlington, VA 22201



**Thursday,**  
**October 10, 2019**  
9:30 a.m. - 12:30 p.m.



**\$100 -or- \$85**  
before October 3  
(breakfast & lunch  
included)

## Register Today —

Register online at [LeadershipInstitute.org](http://LeadershipInstitute.org) or contact Hannah-Catherine Smith at [HSmith@leadershipinstitute.org](mailto:HSmith@leadershipinstitute.org) or (703) 247-2000 ext. 214.



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