



# Introduction to Television Techniques

## *Sample Agenda*

### **Welcome and Introduction**

5 mins. – Welcome by Leadership Institute Staff

### **Lecture – Message Development**

40 mins. – Lecture

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

### **Lecture – Message Delivery**

45 mins.

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

### **Lecture – Personal Appearance**

30 mins.

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

### **Practice – In-studio Exercise**

45 mins.

Attendees go through two rounds of stand-up interviews and record 10-second soundbites.

### **Final Thoughts and Q&A**

15 mins.

### **Conclusion**