



Television Workshop, On-Camera

Sample Agenda

Welcome and Introduction

5 mins. – Welcome by Leadership Institute Staff

Interview Techniques & Messaging

25 mins. – Lecture

- Foundational television interview techniques
- Develop interview talking points

One-on-One Media Interviews at Desk

1 hour

- 3 to 5-minute interviews with a host
- Playback
- Interview is reviewed and critiqued

Break

15 mins

Satellite Interviews

1 hour 15 mins.

- 3 to 5-minute interviews with a host
- Playback
- Interview is reviewed and critiqued

Conclusion of School