



# Television Workshop, On-Camera

## **Welcome and Introduction**

1:30 p.m. – Tiffany Roberts, Leadership Institute

## **Interview Techniques & Messaging**

1:35 p.m. – 2:00 p.m. Beverly Hallberg, President, District Media Group

- Foundational television interview techniques
- Develop interview talking points

## **One-on-One Media Interviews at Desk**

2:00 p.m. – 3:00 p.m.

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

## **Break**

3:00 p.m. – 3:15 p.m.

## **Satellite Interviews**

3:15 p.m. – 4:30 p.m.

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

## **Conclusion of School**

4:30 p.m. – Tiffany Roberts