

Advanced Manual - Communicating on Television

Straight Talk

Objectives: To effectively present an opinion or viewpoint in a short time.
To stimulate giving a presentation as part of a television broadcast.

Time: 3 minutes plus or minus 30 seconds

The Talk Show

Objectives: To understand the dynamics of a television interview or "talk" show.
To prepare for the questions that may be asked of you during a television interview program.
To present a positive image on the television camera.
To appear as a guest on a simulated television talk show.

Time: 10 minutes plus or minus 30 seconds

When You're the Host

Objectives: To conduct a successful television interview.
To understand the dynamics of a successful television interview or "talk" show.
To prepare questions to ask during the interview program.
To present a positive, confident image on the television camera.

Time: 10 minutes plus or minus 30 seconds

The Press Conference

Objectives: To understand the nature of a television press conference.
To prepare for an adversary confrontation on a controversial or sensitive issue.
To employ appropriate preparation methods and strategies for communicating your organizations viewpoint.
To present and maintain a positive image on television.

Time: 4-6 minutes for presentation
8-10 minutes for question period

Training On Television

Objectives: To learn how to develop and present an effective training program on television.
To receive personal feedback through the videotaping of your presentation.

Time: 5-7 minutes for the presentation
5-7 minutes for playback of the videotape