



Introduction to Television Techniques Online

Welcome and Introduction

1:30 p.m. – Ryan Brann, Leadership Institute

Lecture – Message Development

1:35 p.m. – Molly Thrasher, District Media Group

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

Lecture – Message Delivery

2:15 p.m.

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

Lecture – Personal Appearance

2:45 p.m.

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

Practice – Virtual Exercise

3:30 p.m.

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

Final Thoughts and Q&A

4:15 p.m.

Conclusion

4:30 p.m. – Ryan Brann