

Communicating on Television**1. Straight Talk**

- Time: 3 minutes +/- 30 seconds
- Objectives:
- To effectively present an opinion or viewpoint in a short time.
 - To stimulate giving a presentation as part of a television broadcast.

2. The Talk Show

- Time: 10 minutes +/- 30 seconds
- 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.

3. When You`re the Host

- Time: 10 minutes +/- 30 seconds
- 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.

4. The Press Conference

- Time: 4-6 minutes, plus 8-10 minutes (Q&A)
- 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 organization`s viewpoint.
 - To present and maintain a positive image on television.

5. Training On Television

- Time: 5-7 minutes,
plus 5-7 minutes for video

playback

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

Note: For some speech projects, the presentation time may also include additional segments for such activities as question-and-answer periods, depending on the project.