

ADVANCED COMMUNICATION SERIES
COMMUNICATING ON TELEVISION

Assignment #1:
STRAIGHT TALK

Objectives

- To effectively present an opinion or viewpoint in a short time.
- To simulate giving a presentation as part of a television broadcast.
- TIME: 3 minutes, plus or minus 30 seconds.

Note to the Evaluator:

For this project, the speaker was asked to prepare and present an editorial designed for an “on camera” television presentation. The editorial should clearly present the news event or current issue that it addresses, and present a reaction or stand to the event or issue. Although the presentation may be videotaped, your evaluation will be based on the live presentation. However, it is suggested you review the videotape later with the speaker and discuss how effective the presentation would have been had it actually been broadcast. It is suggested you read the entire project and the appendix before you hear the presentation.

Evaluation Guide

1. What was the news event or current issue on which the editorial was based?

2. What reaction did the speaker have toward the news event or issue? Was it clearly presented?

3. Did the speaker show sound logic and reasoning in explaining his / her viewpoint?

4. Were the words carefully chosen, short and clearly pronounced?

5. Did the speaker relate convincingly to the television camera?

6. Was the speaker’s appearance appropriate? How did his or her appearance affect the editorial

7. How effective do you feel the editorial would have been had it actually been broadcast?

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Assignment #2:
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.

Note to the Evaluator

The speaker was asked to appear as a guest on a simulated television “talk” show, with another club member serving as the talk show host or interviewer, and the rest of the club acting as the studio audience. The speaker was to answer questions asked by the interviewer. Questions were to be based on the expertise of the speaker in a predetermined subject. Although the presentation may be videotape, your evaluation will be based on the live presentation. However, it is suggested that you review the videotape later with the speaker and discuss how effective the presentation would have been had it actually been broadcast. It is suggested you read the entire project and the appendix before you hear the presentation. Remember, you will be evaluating only the “guest,” not the “host.”

Evaluation Guide

1. How prepared was the speaker? What indicated this?
2. How effectively did the speaker answer the questions? Did the speaker show enthusiasm?
3. How did the speaker use a story or anecdote to illustrate or emphasize a point?
4. Did the speaker appear relaxed, confident and poised? Were the speaker’s gestures / body movements appropriate for the special requirements on television? Did the speaker relate appropriately to the studio audience?
5. How did the speaker’s appearance (clothing, makeup, etc.) enhance or detract from the presentation?
6. How effective do you feel the speaker would have been on a “real” talk show?

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Assignment #3:
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.

Note to the Evaluator

The speaker was asked to appear as a host on a simulated television “talk” show, with another member serving as the guest. The speaker was to conduct an interview, asking questions of the guest and maintaining a smooth flow of conversation. Questions were to be based on the expertise of the speaker on a predetermined subject. Although the presentation may be videotaped, your evaluation will be based on the live presentation. However, it is suggested that you review the videotape later with the speaker and discuss how effective the presentation would have been had it actually been broadcast. It is suggested you read the entire project and the appendix before you hear the presentation. Remember, you will be evaluating only the “host,” not the “guest.”

Evaluation Guide

1. How well-prepared was the speaker?
2. How effectively did the speaker lead the interview? Were questions clear? Were they in logical sequence?
3. What was the guest’s field of expertise? Did the speaker make this clear in the guest’s introduction?
4. Did the speaker appear relaxed, confident and poised? Were gestures/body movements appropriate for the special requirements of television?
5. How well did the speaker relate to the television camera and the studio audience? Was eye contact with the camera made at the appropriate times?
6. How did the speaker’s appearance (clothing, makeup, etc.) affect your impression of the presentation?
7. How effective do you feel the speaker would have been had it been a “real” talk show?

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Assignment #4:
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 organization's viewpoint.
- To present and maintain a positive image on television.
- TIME: 4 to 6 minutes for presentation, 8 to 10 minutes for question period.

Note to the Evaluator

The purpose of this talk is to make a presentation on a controversial issue or situation concerning the speaker's company or other organization he/she represents. The speaker then will conduct a question-and-answer-period. Throughout the speech and question period, the speaker is to build and maintain a positive image for himself/herself and the company or organization. Although the presentation may be videotaped, your evaluation will be based on the live presentation. However, it is suggested that you review the videotape later with the speaker and discuss how effective the presentation would have been had it actually been broadcast. It is suggested you read the entire project and the appendix before you hear the presentation.

Evaluation Guide

1. How effectively did the speaker present his or her message?
2. Was the speaker able to maintain control of the conference during the question-and-answer period?
3. How convincing was the speaker in explaining the company or organization's position on the issue or situation? Was he or she prepared?
4. How effective was the speaker in building or maintaining a positive image for himself or herself and the company or organization?
5. Comment on the speaker's appearance, gestures and body movements. Were they appropriate for television?

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Assignment #5:
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 to 7 minutes for the presentation, plus 5 to 7 minutes for playback of the videotape.

Note to the Evaluator:

In this project, the speaker is to present a training program on how to prepare and present a speech. The presentation will be videotaped and played back during the meeting. You and a panel of three other evaluators, under the direction of the General Evaluator, will evaluate only the videotaped playback of the presentation. You will evaluate the effectiveness of the training program and the speaker's performance on videotape. It is suggested you read the entire project and the appendix before you view the presentation.

Evaluation Guide

1. What were the objectives of the training program? How effectively did the speaker fulfil the objectives?

2. How was the training program directed toward the needs of the audience?

3. Was the training program organized clearly and logically? Was the audience given the information necessary to accomplish what the speaker wanted done?

4. Comment on the speaker's voice, gestures and facial expressions. Were they used with moderation or did they overpower the television viewer? Was the voice modulated in pitch and volume?

5. Did the speaker appear relaxed, confident and poised? How well did the speaker relate to the television camera? What, if any, distracting mannerisms did the speaker display?