



**OhioHealth**  
BELIEVE IN WE™

**Leadership Development  
Initiative (LDI) Curriculum**

---

# **Presentation Skills for Media**

## **Presentation Skills for Media**

**In Moore SY, Cameron-Lewis RG, Ferris FD (eds). Leadership Development Initiative Curriculum, 2014. © The Leadership Development Initiative.**

**ISBN: 978-0-9884318-0-5**

**Originally Presented by [Ron Cameron-Lewis](#)**

Permission to reproduce this Leadership Development Initiative (LDI) Curriculum module is granted for non-commercial educational purposes only, provided that the above attribution statement, copyright and ISBN are displayed.

Commercial entities presenting not-for-profit educational programs based on the LDI Curriculum must not use the LDI materials with products, images or logos from the commercial entity.

Commercial entities presenting for-profit educational programs using any part of the LDI Curriculum, must only do so with written permission from Frank D. Ferris, Director, LDI, OhioHealth.

The Leadership Development Initiative gratefully acknowledges the support of:

- International Palliative Care Initiative, Open Society Foundations, New York, NY
- National Cancer Institute Center for Global Health, Bethesda, MD
- The Diana Princess of Wales Memorial Fund, London, United Kingdom
- National Hospice and Palliative Care Organization, Alexandria, VA
- Pettus Family Foundation

The content is solely the responsibility of the authors and editors, and does not necessarily represent the official views of any of the funders.

Acknowledgment and appreciation are extended to faculty and staff of the OhioHealth and the Institute for Palliative Medicine at San Diego Hospice (which housed the International Programs and the Leadership Development Initiative from 2009 to 2012). Special thanks to the Mentors, Consultants and the LDI Team who contributed so much to the LDI Curriculum.

### **Contact the LDI Team**

E-mail: [Frank.Ferris@OhioHealth.com](mailto:Frank.Ferris@OhioHealth.com)

Frank D. Ferris, MD

The Leadership Development Initiative

Kobacker House

800 McConnell Dr

Columbus, OH, USA 43214-3463

Phone: +1 (614) 533-6299

Fax: +1 (614) 533-6200

## Overview

Leaders are often asked to speak publically and may be interviewed for television or radio broadcast. Being able to speak with the media is an important skill set. Preparation and comfort working with the media team, with a camera and microphone will pay big dividends. The opportunity to speak publically may come informally, “on the fly”, or formally, in a studio. Being able to comfortably respond in a variety of environments and to a range of people requires exposure and practice.

As leaders are often expected to speak on variety of topics and current events related to the field, developing several 20-second messages about various aspects will facilitate smooth and professional responses. Preparation fosters the ability to speak concisely and in a way that appears confident and competent. Frame your vocabulary based on your audience; avoid medical jargon when speaking to a general audience.

## Objectives

After this presentation, participants will:

1. Discuss the value of public speaking in different venues.
2. Use conversational small talk effectively in social situations.
3. Be effective on camera.

## Important Teaching Points

- Practice vocal warm-ups before any media or public speaking engagement.
- Take time to practice what you want to say.
- The camera will pick up tension.
- Speak in short sentences; keep your message simple, clear, geared to your audience.
- Talk slowly and clearly; be thoughtful.
- Sustain eye contact with your host and other guests and ignore the camera; it will find you.
- During interviews, trust your instincts, speak from the heart and learn from every experience

## Resources / References

1. Cameron, Ron. (1999). *Acting Skills for Life* (3rd ed.) Toronto, ON: Dundurn Press.
2. Rogers, Bruce. (1999). *You Can Say That Again!* Toronto, ON: Dundurn Press.