



OhioHealth
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**Leadership Development
Initiative (LDI) Curriculum**

Presentation Skills for Media

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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.