



OhioHealth
BELIEVE IN WE™

**Leadership Development
Initiative (LDI) Curriculum**

Media Skills Training: Preparing a Script and use of Teleprompter

Media Skills Training - Preparing a Script and use of Teleprompter
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

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 called upon to present in public. Different from a written presentation, oral presentations must speak with a 'story', be compelling and be concise in order to be appreciated by an audience. Communication from the 'head' (written) does not work well as communicating from the 'heart' when speaking to journalists, grantors, administrators or others, in an oral session.

There is great value in being able to tell a provocative story in a very short time frame ('20-second elevator speech'). Create your 'story', and identify different key words to see where the weight lies within the text. Practice how to use your voice and emphasis of rate and quality of speech to optimize your presentation.

If available, use teleprompter programs, available free on the Internet, to help prepare for oral presentations. Various websites offer advice on how to use an iPad and a PC, and tips for using a teleprompter. Learning to use the various tools available will help to make a presentation professional, powerful and progressive.

Objectives

After this presentation, participants will:

1. Discuss the difference between writing and speaking a message or presentation.
2. Prepare a written script to support an optimal oral presentation.
3. Use a teleprompter to bring polish and power to an oral presentation.

Important Teaching Points

- Writing for the spoken word requires short sentences and direct points.
- Skills to write for the head (complex facts and arguments) are different than skills to speak from the heart; and a leader must understand and practice both.
- Speaking from the heart is essential to strengthening the heart in others.
- Deliver an oral presentation more slowly. Pause frequently to allow time for the listener to absorb the points you are making.
- Practice working with video cameras and teleprompters to improve your skill level in oral presentations.

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.
3. How to use a Teleprompter: 10 tips. AnchorMediaStudio: <http://youtube/tHSDH28sP38>
4. How to use a teleprompter and cut video editing time in half. Jody Jelas: http://youtube/EnnZH_pVxNY

5. Professional Teleprompter Tutorial. RichmondTutorials: <http://youtube/vxzvhZR0BtU>
6. How to use a FREE Teleprompter to Create Great Videos. 4dentistry:
7. http://youtube/mvkKN_n3jzQ
8. <http://www.easyprompter.com/> -- free teleprompter resource.
9. <http://cueprompter.com/> -- free teleprompter resource.