

## **TV PRESENTATION**

### **Overview**

All courses are designed to develop the particular qualities of each participant. No two presenters are the same and each student is encouraged to develop an individual style and authority. Audiences respond to personalities, even in news presentation.

These qualities are brought out during the exercises, which are designed to equip the students with the necessary skills to preform efficiently and with flair on screen.

A strong emphasis is put on being genuine and trustworthy, maintaining a strong journalistic sense of balance and fairness during reporting and interviewing. This is not done as a bolt-on exercise, but underpins every single part of each course.

### **Format**

The courses are heavily biased towards practical experience, balanced with the necessary theory. Presenters learn their skills through presenting, not sitting in classrooms. Group feedback is invaluable in developing individual skills, and a strong group dynamic is encouraged to foster a sense of team learning.

### **Participants**

Students should be journalists, ideally with some broadcasting experience, but newspaper journalists may attend a Beginners course. Those with little or no presentation experience should complete a Beginners course before attempting an Advanced course.

Students wishing to attend a specialist course should either have completed both a Beginners and Advanced course, or have sufficient professional experience.

## **Facilities and Staff**

A fully functioning and staffed TV studio/gallery and a training room are required. The training room should be equipped with playback facilities for DVDs or tapes of students recorded in the studio. A flipchart and a stand are also required. Finalised DVDs of all performances should be available for the students at the end of the course to review their progress.

For the Advanced courses, the gallery/studio staff should be capable of coping with a variety of formats including outside broadcasts and panel/audience programmes. Studio sets should be available to accommodate the format of the shows appropriate to each course.

Individual earpieces for all students should ideally be provided.

Computers linked to the programme that runs the autocue system may be required, so that students may write their own scripts. If this is not available, then a simple means of saving scripts written by students and transferring them to the autocue will be necessary.

For TV News Presentation courses, news bulletins must be provided in the appropriate language.

If courses are to be conducted in a language other than English, an experienced simultaneous translator will be required.

## **Duration of Courses**

Duration is dependent on a variety of factors including the number of students, availability of studio/staff and the experience of participants. Courses can be tailored to suit individual requirements.

## **COURSES**

### **TV News Presentation – Beginners**

#### Participants

Students should have a journalistic background, but may not have any on-screen experience. Ideally they would have a background in broadcasting, either radio or television.

### Training Aim

To give the students a basic competence in news bulletin presenting and simple single guest interviewing.

### Course Components

- Roles and qualities of a news presenter
- Your place in the production team
- Body language and image
- Reading an autocue
- Ad libbing/Vamping
- Talking to time
- Taking direction
- Basic on-screen interviewing skills
- Ethics and balance

## **TV News Presentation – Advanced**

### Participants

Students should either have completed the Beginners course or have experience of television news presentation. Radio presenters should complete the Beginners course before attempting the Advance course, even if they are experienced in radio news presentation/interviewing.

### Training Aim

To further develop presentation skills and enable students to cope with complicated and challenging news programmes. To develop on-screen authority and trustworthiness.

### Course Components

- Developing authenticity and authority
- Breaking news and rolling news
- Video walls
- Outside broadcasts
- Advanced interviewing skills
- Coping with unfamiliar subjects
- Coping with technical problems

- Writing scripts
- Ethics and balance

## **TV Talk Show – Beginners**

### Participants

The students should ideally be broadcasting professionals, but journalists and subject experts can sometimes make very successful talk show hosts, and would therefore be accepted.

### Training Aim

To develop the skills necessary to carry a simple talk show and to successfully interview guests.

- Roles and qualities of a talk show host
- Your place in the production team
- Formats
- Body language and image
- Ad libbing/Vamping
- Interviewing skills
- Active listening
- Coping with the unexpected
- Talking to time
- Taking direction
- Ethics and balance

## **TV Talk Show – Advanced**

### Participants

The students should have completed the Beginners TV Talk Show course or be an experienced on-screen interviewer.

### Training Aim

To help the students develop their on-screen persona in order to become the 'heart' of the show and to carry the show with ease and authority. The students will also develop their people skills. Talk shows are about people, how to handle them and to get the most of

out of them. A key component of this course is learning to cope with every type of guest, speaking about any subject

### Course Components

- Developing own style and personality
- Developing authenticity and authority
- Advanced interviewing skills
- Advanced question types
- Interviewing several guests
- Timing interviews
- Difficult, hostile or reticent interviewees
- Developing flexibility
- Writing scripts
- Ethics and balance

## **TV Talk Show – Specialist Courses**

### Participants

These courses deal with the particular skills and difficulties of presenting very specific formats. Participants should have experience of talk show presenting and/or news presentation.

### Training Aim

To equip the students with the skills appropriate to the format of the show.

- Political Panel/Audience programmes
- Audience call-in programmes
- Current affairs chat shows

## **CONTACT**

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