



Welcome!

Created for OUTCOMES 2024

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Material for use of CLA workshop. Content may not be duplicated or published.

My Background

- TV NEWS – 20 YEARS
- MEDIA COACH, CRISIS MEDIA TRAINER
- CONSULTANT OVER 200 NEWS TEAMS
NETWORKS – ABC, NBC, CBS, FOX, CNN, ESPN
- CORPORATE TRAINER – DISC, STBC, AGILE/IT
- MINISTRY – MENTORING, CHILDREN, YOUTH
CAUSES – SEX TRAFFICKING, HUNGER,
DISASTER RELIEF, URBAN GARDENING,
SUSTAINABILITY



Being heard in an **A.D.D** **world**

Keys to on-camera success
and media interaction



Agenda

- 1 Communication Principles
- 2 The Power of Your Story
- 3 Master Communicator Rules
- 4 How to Win with the Media
- 5 On-Camera Practice

Communication Obstacles or Steps?



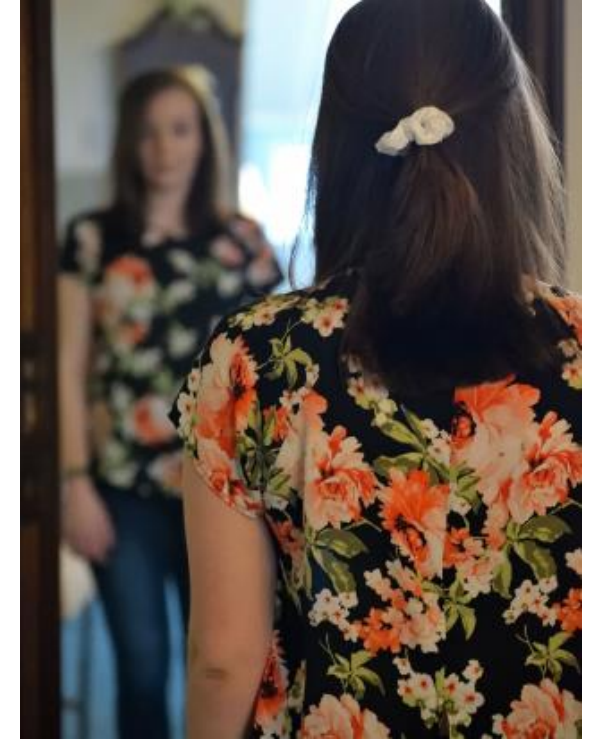
Fear
Lack of
Understanding



Tools
Lack of Training



Rules
Changing
Application



Preparation
Practice,
Feedback



Principle #1

Communication is
Spiritual



Power of voice!

Creation began with the Word
God said: “Let there be light.”

Gen. 1:1-2

SOUND PRECEDED LIGHT

God's Voice is a creative force



Principle #2

Communication is
Essential
for Survival

The WHY of Communication



Make a LIST of
5 Benefits of
Effective
Business
Communication



Principle #4

Communication is
Heard and Seen

What do people remember?

Visual 55%

Auditory 38%

Words 7%

=100%





WELCOME TO
THE A.D.D.
WORLD

Communication Dynamics



Media Flood



Compression
of Time



Multi-layered



Repetition



Extreme



Clickers,
Surfers

MEDIA CULTURE CHANGES

1970s- 1980s

“Sesame Street”

World

Change information
once every 12
seconds

2000+

MTV World

5-20 layers per
second (visual,
sounds, movement)



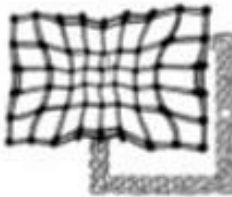









Jesus

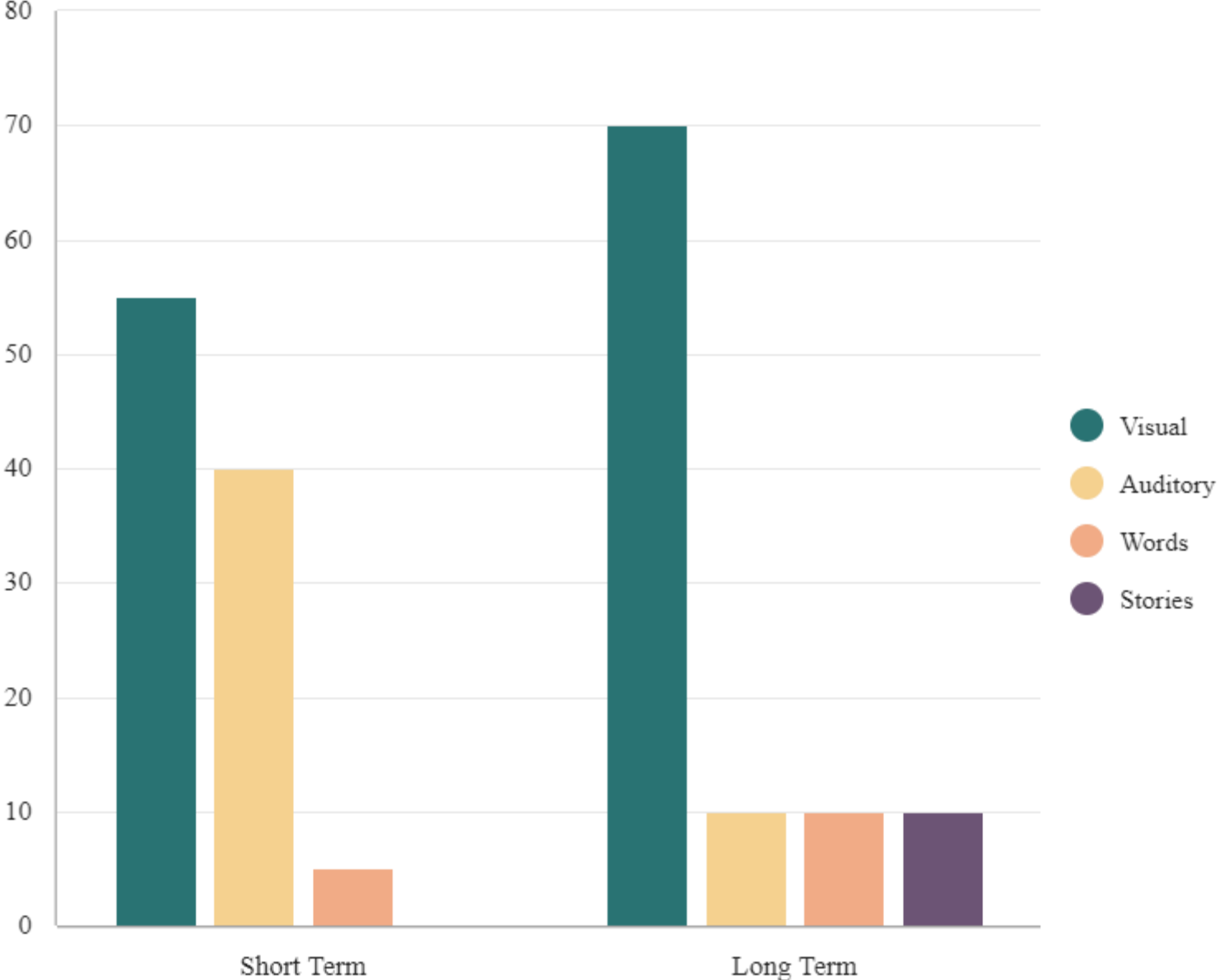
The Master
Communicator

S		Stories
I		Interaction
M		Multi-Track
P		Preparation
L		Love
E		Execution



The Power of Story

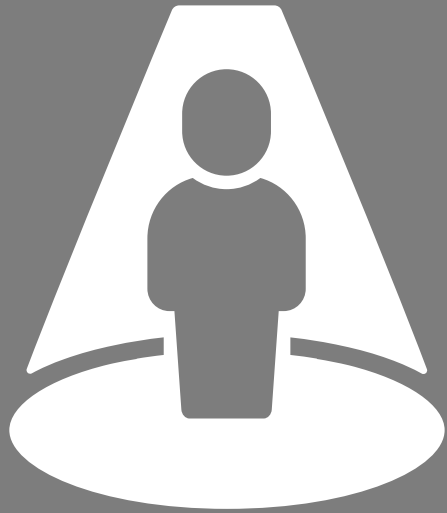
Short-term versus Long-term





“All the world’s a stage, and the men and women on it merely players.”

Story Exercise



Let's Talk

- What is your STORY?
- Why are you here?
- Favorite part of ministry & ie.
- What do you want kids to know?
- Time when surprised by God.



What's YOUR WHY
Who – What – Where – When
Why of ministry?

SUMMARY

- All Life depends on Communication.
 - Communication is tough in an A.D.D world.
 - Stories have power.
- Effective Communicators are Strategic.
- Jesus was the Master Communicator.





Checklist for success

Master Communicator Tools



What makes a Great Communicator?

Tools of Communication:



Appearance



Energy



Body Language



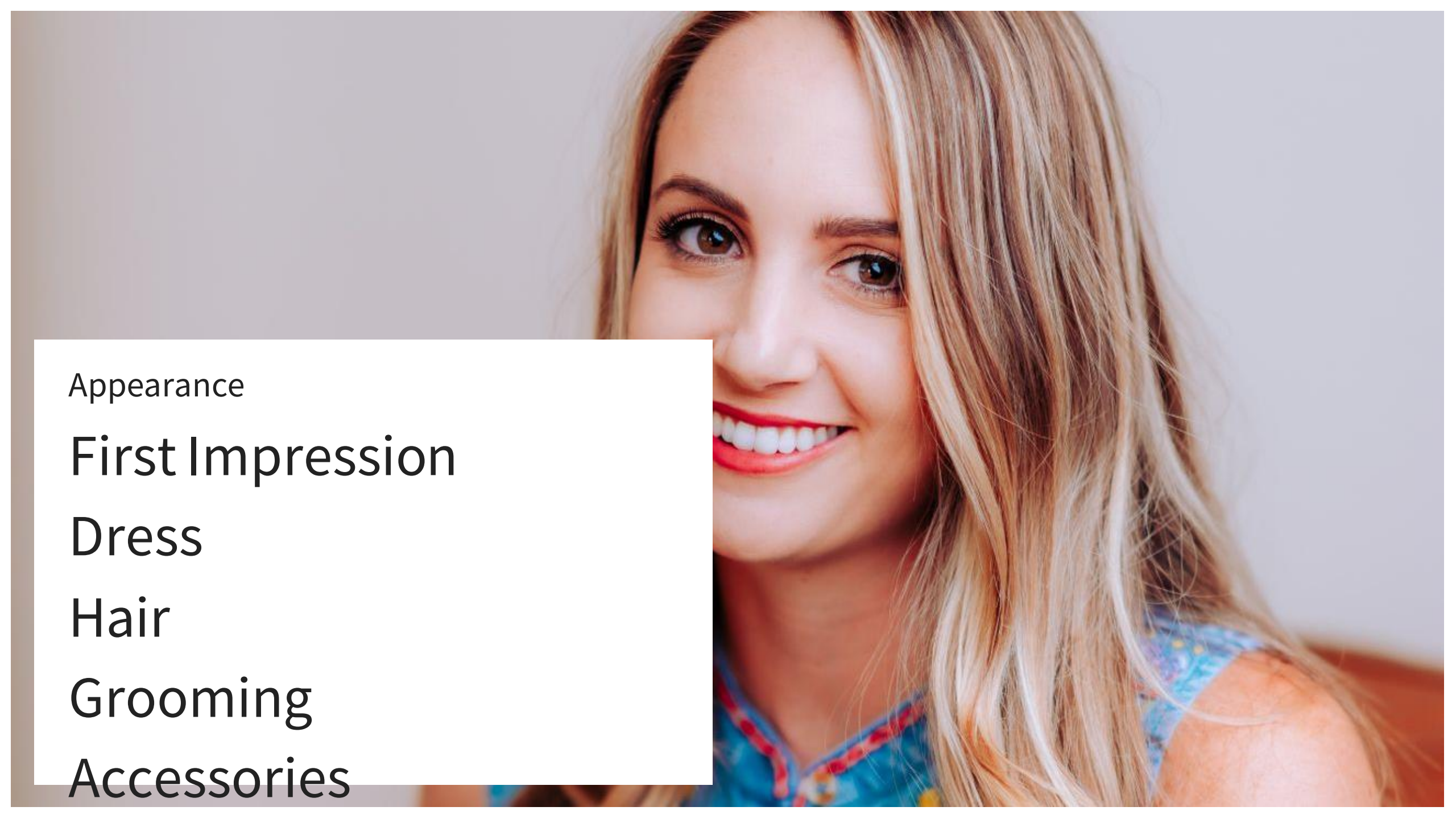
Interaction



Vocal Technique



Content



Appearance

First Impression

Dress

Hair

Grooming

Accessories

A person wearing a dark t-shirt and a grey beanie stands in a field of tall, golden-brown grass. Their arms are outstretched horizontally to the sides. The background shows a dense forest of green trees under a warm, golden light, suggesting a sunset or sunrise. A white rectangular box is overlaid on the right side of the image, containing a list of terms.

Body Language

Gestures

Facial Expression

Posture

Movement

A photograph of a man and a woman sitting at a table in a cafe, engaged in conversation. The man, on the right, has a beard and is wearing a dark green polo shirt. He is holding a white coffee cup with a black lid. The woman, on the left, has long dark hair and is looking towards the man. The background is a blurred cafe interior with warm lighting.

Energy

Eye Contact

Vitality Intensity

Confidence



Vocal Image

- Volume
- Pace
- Inflection
- Tone
- Articulation

- Too much volume
- Pace too fast
- Vocal tension
- Pitch too high
- Pitch pattern
- Too many pauses
- Voice too muffled
- Lack of articulation
- Swallowing
- Smacking lips

Major
Vocal
Issues



Content



Message



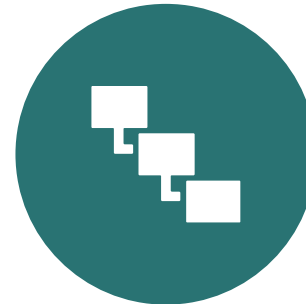
Stories



Facts,
Examples



Headlines



Organization



Relevance



How to win with the media.

Media Basics:



Who



What



When



Where



Why

Make me care!

WHAT MEDIA NEEDS!

- Experts
- Eye witness (your story)
- Education (instant)
- Clarification (facts)





CBS - Principles



Concise



Brief



Story
(short!)

Make it real!



Preparing for Interviews

Four-Step method using DISC



Batter
up!
Be prepared



**KNOW YOUR AUDIENCE &
ADAPT YOUR MESSAGE**

DISC “NEWS” Communication Styles



HEADLINE

Directs

Sells

Big Picture

Motivates

Enthusiasm

Organizes



PROMO

Motivational

High Energy

Promotes

Belief in People

Creates
expectations



FEATURE

Stories

Listener

Details

Teamplayer

Problem Solver



60 MINS

Hard calls

Handles conflict

Accomplishment

Bottom line

Technical issues

Exercise #2



Interview – Non
hostile

Conversation is Key



Be natural



Share your
heart



Talk in a
normal tone



Repetition is OK



Make eye
contact



Don't oversell

Exercise



Press
Conference

- Prepare 1st words
- Laser, not Shotgun

- Stay on point
- Reframe questions



Answering
Questions

On Camera

Scenerio #1

Tell us about your ministry

What

When/Where

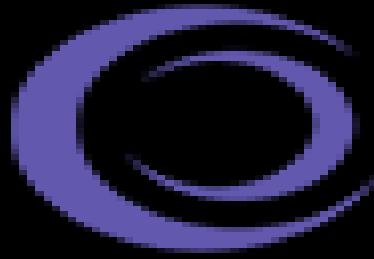
Why

How

Scenerio #2

Press Conference

Moral failure of staff



InChrist
communications

Thank
you!

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