

Electronic Media – Television Guest Speaker Notes

SPEAKER

A pleasant voice, one that attracts.

Must be an expert on the subject.

Never go to the studio alone.

If requested present a short bio and a paragraph on your subject.

Laughter is a plus, only if your subject permits it.

The medium is the message. What they perceive they believe.

Consider both what is happening and what is perceived to be happening.

The more attractive the more convincing, that's just the way it is.

SPEECH

Examine your conscience and choose your speech carefully.

Choose when you will talk and when to keep silent.

Most people do not know what they say.

Most people do not think, what they should say.

Plan what you will say.

Plan with whom or about what you will say.

Control your speech.

To control one's speech is very important.

When "bullied", take care, don't give in, your reply is a warm smile.

Know that silence is a spiritual experience.

Remember you have an important message and you must do everything to get your message out in a limited amount of time.

Consider the most important thing that must be said and be sure to say it.

If possible say the important sentence at the beginning, middle and end.

Throughout the whole program smile, appear relaxed and confident.

To make your message accepted, make your message loveable.

A DIFFICULT CASE FOR THE TRUTH

We must prepare as a lawyer would for an important case.

Think of all the angles, the objections and so on.

Know your material, your client, his background and motives.

Do your research.

You cannot use hearsay.

It is not enough to tell someone they have to do it, or it is right because "so and so said so."

That is sloth.

Research the writings of the Fathers of the Church, of the Saints, of Popes and the Councils of the Church. Be able to quote these easily and rationally.

VISUAL MEDIA

Television requires colors that complement. Attire should be considered.
It is suggested we watch TV and know what attire is worn, colors to wear.
Posture is very important.
Body language communicates a message.
Attractive and well groomed.
Again the medium is the message, if they like what they see they believe.

FOR YOUR INTERVIEW

Practice and practice.
Do a “run through interview” with one that knows the subject and media.
Have an after the program evaluation.

PHRASES TO MAKE SURE YOUR MESSAGE GETS OUT, OR A WAY TO INTERRUPT

May I suggest
By all means
All of this is possible
As you know
The best way
Be assured
It helps immensely
The important thing
Where do I begin
Our Lord is giving your
It is a privilege
In answer to your question
In case you have not been able to
Perhaps I did not make myself clear