

MEDIA TRAINING DELIVERY

VIDEO COMMUNICATION

THE KEY TO EVERYTHING? PRESENCE

Presence is the foundation of effective communication -- on and off the screen. It is where credibility and authenticity come from. It allows you to be in the moment and build rapport. It counteracts nerves and anxiety. And, it enables you to create a sense of genuine human connection through the screen or lens. From there, anything is possible!

WHAT'S IN THE FRAME?

Always check your setup *before* you begin. This is true for screen-to-screen and direct-to-camera communication. Turn the camera on - look at yourself. Check that you are centered in-frame and there's nothing distracting behind you. Be sure your camera is set to the right height, you are well lit and unmuted. Then (and only then), find some stillness, look straight into the lens -- like you are waiting to see someone you really enjoy being with -- and begin.

WHAT IS YOUR BODY DOING?

Don't be fooled. Your entire body is involved in effective on-camera communication -- not just what's seen in the frame. Your movement must be purposeful, scaled for a small screen, and be in support of connecting to your audience. Stay active in your body. Leverage posture and gesture. Don't forget to "check in" with yourself. Self-awareness is key for managing unintentional/distracting movements and behaviors.

IS YOUR VOICE CAPTURING THEIR ATTENTION?

Just like the camera, the mic picks up every nuance. To maximize your overall impact, you want a warm, resonant voice with dynamic range. Use diaphragmatic breathing for breath support. Leverage silence by pausing. Check your pace and vocal precision. Most of all, drive your intention to connect through the mic.

WHERE IS YOUR FOCUS?

Stay aware of what you are attending to from moment to moment. Are you looking/listening/thinking/ speaking and how are you showing that? Remember, "cueing" presence and engagement is a critical component of effective video communication and cannot be taken for granted. Be sure your eyes and body are facing what's most important. When working in hybrid environments (with in-person and virtual guests), adjust accordingly.

HOW ARE YOU CONNECTING?

The goal is to create the feeling of an in-person, human-to-human connection *through the lens/screen* to your audience. Remember, you need to go beyond just looking at the lens/screen or your message will fall flat. Go *through* the lens, directly to your audience. Everything you do should be in service of making a connection and building genuine rapport. This requires extra effort and video presence. Remember, this becomes especially tricky when you have to go direct-to-camera and you cannot see your audience (broadcast, prerecorded, anything direct-to-camera, etc.). Be intentional!