

# Communication Audit: TV/Video Conference Presentation

Name: \_\_\_\_\_ Topic: \_\_\_\_\_ Rater: \_\_\_\_\_

## A. Content & Argument Impact

1. State your purpose up front to aid global learners & facilitate audience decision-making...	0	1	2	3
2. Anticipate & address typical audience questions (use Communication Planning Tool).....	0	1	2	3
3. Add a memorable main theme & reinforce it via rhetorical repetition throughout the talk	0	1	2	3
4. Incorporate a relevant story or example to increase audience listening & aid retention.....	0	1	2	3
5. Emphasize key business concerns: future, success, cost-benefit, or competition.....	0	1	2	3
6. Stress the benefits the audience/company/group will receive.....	0	1	2	3
7. Support each claim w/compelling evidence to persuade audience to see your position.....	0	1	2	3
8. Establish your credibility and make it apparent to the audience.....	0	1	2	3
9. Provide a closing argument that reminds the audience of strongest reason or benefits.....	0	1	2	3
10. End by requesting the specific action, decision, or response you desire from audience...	0	1	2	3
11. Answer questions by taking time to respond thoughtfully, decisively, and thoroughly.....	0	1	2	3

## B. Structural & Organizational Impact

12. Open with attention grabbing news, story, facts, etc. designed to gain audience's interest.	0	1	2	3
13. Provide an easy-to-remember 3-4 point oral agenda as you open to preview & guide folks	0	1	2	3
14. Arrange talk in a logical sequence according to way questions will occur to the audience...	0	1	2	3
15. Prepare & deliver only 3-4 significant points to fit the time allotted & hold attention.....	0	1	2	3
16. Use vocabulary to cue critical points for listeners (The next point is important because...)	0	1	2	3
17. Use numbered transitions between ideas & sections (Let's move to my 3rd point on...).....	0	1	2	3

## C. Vocal Impact

18. Maintain normal volume with microphone (no need to shout to close the distance gap)	0	1	2	3
19. Deliver your talk at a conversational rate of speed--approx.110 wpm (not too fast or slow)	0	1	2	3
20. Speak as if you were talking to 3-4 good friends to add a conversational tone.....	0	1	2	3
21. Emphasize meaning by varying vocal tone and pitch as news anchors do on TV.....	0	1	2	3
22. Project extra vocal enthusiasm as you express your ideas--vocal energy is contagious.....	0	1	2	3
23. Articulate words clearly to project ethos, intelligence & education (par-tic-u-lar-ly).....	0	1	2	3
24. Maintain a fluent flow to your talk to strengthen credibility (smooth vs. choppy/uneven)	0	1	2	3
25. Use a dramatic pause (deliberate silence) to emphasize important points.....	0	1	2	3
26. Omit double starts and empty filler words (Ah... Um... Okay... So...etc.).....	0	1	2	3
27. Use cold calls, verbal interaction & frequent participation to engage TV audiences.....	0	1	2	3

## D. Non-Verbal Impact

28. Dress in business attire, avoiding bright white, stripes, patterns that can vibrate on TV....	0	1	2	3
29. Maintain direct eye communication with the camera to simulate audience eye contact.....	0	1	2	3
30. Stand tall and use good posture to communicate poise and confidence.....	0	1	2	3
31. Use natural, but slower, chest-high gestures so audience can see them and be engaged	0	1	2	3
32. Move around the stage within mic & camera range, but slowly, to keep audience engaged	0	1	2	3
33. Speak w/ your face--use facial expressions & move head to build rapport like TV anchors	0	1	2	3
34. Project the image of a relaxed professional to make the audience comfortable & relaxed..	0	1	2	3

## E. Visual Image Impact

35. Write a message caption above visuals in case audience tunes out your disembodied voice	0	1	2	3
36. Design clean, uncluttered visuals people can grasp in 30 seconds with all text @ 40+pts)	0	1	2	3
37. Avoid using textual aids w/lists of bullet points that distract audiences from listening.....	0	1	2	3
38. Use direct labeling on chart columns, pies, etc. to speed assimilation (avoid all legends)	0	1	2	3
39. Emphasize only critical points, limiting visuals used, limiting your time in PIP/ offscreen	0	1	2	3
40. Create visuals with empty right-hand space so presenter PIP won't mask your visuals.....	0	1	2	3
41. Point to visuals on document camera or draw on computer slides to engage TV audiences	0	1	2	3

Total = 100

Communication Audits model specific communication dimensions designed to strengthen communication abilities.  
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