



FOCUS GROUP Project

Presentation GUIDELINES

GUIDELINES

PURPOSE of Focus Groups

1. To present an **UP-TO-DATE** working overview of your **project accomplishments** and **media artistry** and **story-revealing tactics**.
2. To show your **INTERVIEW HIGHLIGHTS** (in edited clip/pull quotes).
3. To show short **HIGHLIGHTS** of your **MEDIA PRODUCTIONS** so far (writing, video, photos, infographics, etc.)
4. TO give an update on your **CENTRAL ISSUES AND RESEARCH QUESTIONS?**
5. To get **constructive FEEDBACK** and different ideas/perspectives from a community of **MEDIA** researchers/producers.





What it isn't...

- ✓ **Not a place to show EVERYTHING that you've been doing! (Be selective. SHOW BEST WORK!)**
- ✓ **Not a public platform to complain, make excuses nor cast blame**
- ✓ **Not a platform to show unprofessional, unedited, or shoddy work. (Though you may have some WORKS IN PROGRESS that you specifically want to illicit feedback about.)**

ADDITIONALLY....

- ✓ **Do NOT read your presentation (except for points of emphasis). Memorize. Use cards for reminders.**
- ✓ **DO NOT use "audience participation" exercises in short presentations.**
- ✓ **DO NOT use rhetorical questions (to which you actually expect an answer)**

Dress Code: Semi-Professional Business Casual





Intro=Outline

- ✓ Keep your **introduction** SHORT and to the point.
- ✓ **WORKING TITLE + subtitle**
- ✓ **Initial LAYOUTS-Production Styles/Formats**
- ✓ **WHAT** are the **CENTRAL issues, problems, or focal points** and their **LARGER** significance to an intelligent but unknowing audience.
- ✓ Identify your **tactics** to date.
- ✓ Present **MAIN and INTERESTING POINTS** (NOT every single detail)
- ✓ Interpret and summarize your **KEY ISSUES** in doing the project. Explain your **images, footage, infographics** or other examples.

VERBALS, Non-verbals Body Language, and MEDIA CONTROL



1. Positive **EYE CONTACT** with your material and your audience.
2. Know your **BODY** language and non-verbals!
3. **POSITIONING** in the presentation space.
4. **Controlled Movements-Walking. Hand gestures for emphasis.**
5. **Smile occasionally ... if you can.**
6. **CONFIDENT and PRACTICED USE of your MEDIA CONTENT AND PRESENTATION TOOLS!**

Presenting with a Partner

- Both/All must have active roles throughout.
- **EYE CONTACT** towards your partner when they are speaking.
- **POSITIONING** (NO tennis games across the room)
- The person in charge of **AUDIO-VISUAL CONTROLS** should not hide behind or constantly fuss with mouse/media.
- **TAG-FLAG.**
- "WE" instead of "I"
- **TIMING** and when you need to **JUMP AHEAD!**



AUDIENCE PROTOCOLS



- **BE ATTENTIVE** (no device use, food diversions, leaving the room...)
- **BE RESPECTFUL!**
- Work to be helpful and provide **constructive and thoughtful** feedback.
- Identify what **did (or perhaps didn't) resonate** with you or your notions of their potential audiences.
- Be **PROFESSIONAL** in your responses and questions.

Leading a Q&A



- 1. Make sure that you write and/or record your Q&A (or have someone do it for you).**
- 2. Discussions are partially structured "conversations." You are leading that conversation.**
- 3. The objective is to collect information and illicit new/creative ideas and NOT necessarily to arrive at a consensus.**
- 4. You NEED to have FOCUS questions upon which you want to get some constructive feedback or new ideas on approaches to move forward.**

Leading a Q&A



- 1. Project out** what kinds of questions you might be asked (you can even use this material later if no one asks it).
- 2. Complement** a good question.
- 3. Look at the person who asked it, but be careful not to STARE** them down.
- 4. Acknowledge a DIFFICULT/TOUGH** question
- 5. Try to avoid being defensive on tough questions or ones that you don't yet have answers/solutions to yet.**
- 6. Diversion.** When and how to use it.



FOCUS GROUP LINE-Ups:

Feb 4-March 4th

FEB. 4TH FOCUS GROUP#1

- Cassie Lathrope
- Clara Wyatt-Sofie Burt-Olivia Miller-Johnson
- CJ Davidson-Maggie Flanagan

FEB. 18TH FOCUS GROUP#2

- Ryan McCaffrey-Kate Oxley-Liam Simard
- AJ Marrero
- Caitlin Herz

▪ FEB. 25TH FOCUS GROUP#3

- Andrew McCarthy
- Nora Beckwith
- Hazel Bozikowski-Emma MacDonald

▪ MARCH 4TH FOCUS GROUP#4

- Aliou Cisse
- Rory York
- Jillian Lesinski

