

# Household of David Focus Group Media Mastery Program

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8-Week MC, OAP, Presenter & Voiceover Acceleration Program

## Vision

To equip and position emerging media professionals to develop their voice, build profitable platforms, and influence audiences with excellence, clarity, and purpose.

## Program Details

Duration: 8 Weeks

Start Date: [Insert Date]

Virtual Meeting: Saturdays, 8PM – 9PM (Google Meet)

## 8-Week Session Overview

### Week 1 – Orientation & Familiarization

Introduction to the program, expectations, and media industry overview. Participants record a 60-second introduction.

### Week 2 – Why Your Voice Matters & Voice Usage

Voice control, diction, breathing, and vocal confidence with practical drills.

### Week 3 – The Business of MCing, Presenting & Voiceover Artistry

Understanding media as a business, niche clarity, and positioning.

### Week 4 – Branding for Media Professionals

Building a personal brand, storytelling, and professional identity.

### Week 5 – Positioning, Presence & Market Visibility

Social media strategy, content creation, and visibility.

### Week 6 – Performance, Delivery & Audience Mastery

Stage presence, delivery, and audience engagement.

### Week 7 – Professionalism, Industry Structure & Career Growth

Client relations, pricing, and career structure.

## **Week 8 – Scaling, Legacy & Final Showcase**

Final presentations, career growth, and certification.

### **Special Activities & Assignments**

Week 1: 60-second introduction recording

Week 2: Voice drills and scripted reading

Week 3: Niche identification exercise

Week 4: Scriptwriting and delivery

Week 5: Branding assets creation

Week 6: Rate card development

Week 7: Live performance simulation

Week 8: Final showcase presentation

## Training Schedule

Week	Date	Session Title	Session Focus	Platform	Presenter
Week 1	TBD	Orientation & Identity as a Media Professional	Introduction to the media industry; roles (MC, OAP, Presenter, Voiceover); confidence building; personal voice discovery	Google Meet	Stella Idowu
Week 2	TBD	Voice, Diction & Delivery Mastery	Voice control (pitch, pace, pause); diction and pronunciation; clarity; articulation; vocal exercises	Google Meet	Stella Idowu
Week 3	TBD	Niche Development & Platform Positioning	Identifying media niche; understanding audience; selecting specialization; developing unique communication style	Google Meet	Stella Idowu
Week 4	TBD	Content Creation & Scriptwriting for Media	Writing scripts for events, radio, TV, and voiceovers; storytelling; structuring openings, transitions, closings	Google Meet	Stella Idowu

Week 5	TBD	Personal Branding, Visibility & Portfolio Development	Building a personal brand; social media positioning; creating showreel/voice reel; writing a professional bio	Google Meet	Stella Idowu
Week 6	TBD	Monetization, Pricing & Media Business Structure	Setting rates; understanding contracts; client acquisition; multiple income streams	Google Meet	Stella Idowu
Week 7	TBD	Stagecraft, Audience Engagement & Live Performance Skills	Stage presence; body language; audience control; handling live events; interview techniques	Google Meet	Stella Idowu
Week 8	TBD	Career Scaling, Industry Positioning & Final Showcase	Building a sustainable career; leveraging digital platforms; networking; final presentations and evaluation	Google Meet	Stella Idowu