



Dignity in Schools Spokesperson Training

August, 10, 2014



Agenda

- Introductions
- Messaging and Talking points
- How to succeed in interviews
- Practice
- Q&A

Introductions



Talking points

Why message matters

I've learned that people
will forget what you
said, people will forget
what you did, but
people will never forget
how you made them
feel.

Maya Angelou

CHOICEandTRUTH



frame the conversation

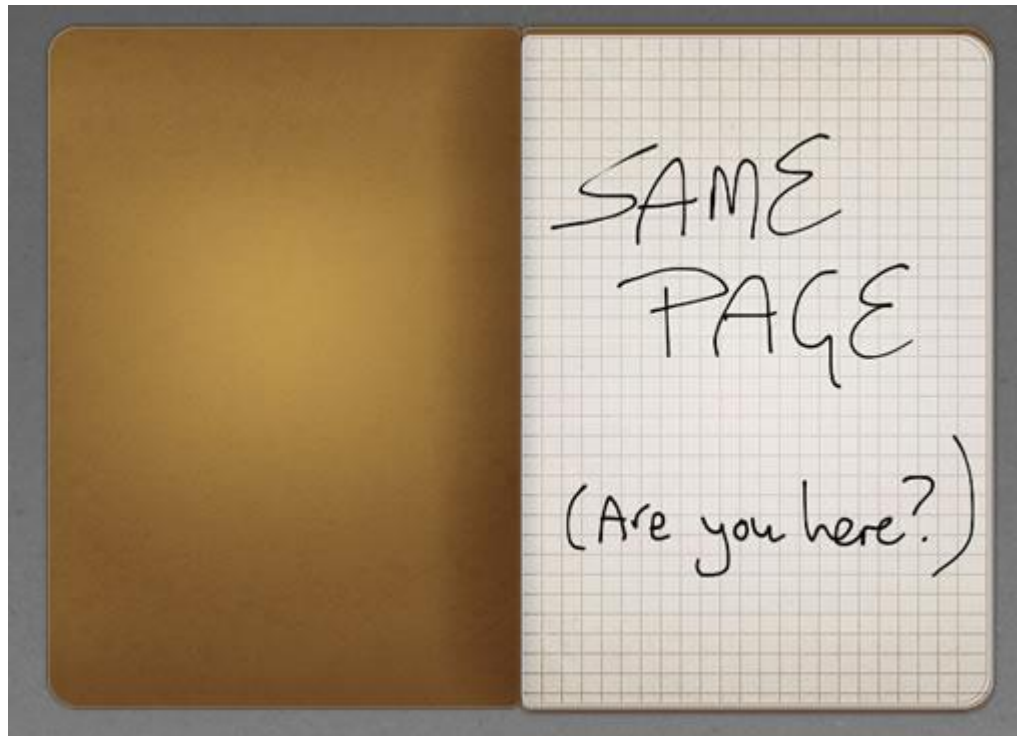
WOP

My son has been suspended five times. He's 3.



NO LINE

message consistency is key



messages are sticky



What makes a good message?

- Make it personal
- Emotional – connected to people's core values
- Supported by facts
- Has an action component
- Repeated



tell a story



The story is a machine for empathy. In contrast to logic or reason, a story is about emotion that gets staged over a sequence of dramatic moments, so you empathize with the characters without really thinking about it too much. It is a really powerful tool for imagining yourself in other people's situations.

a simple message formula

As a _____
I believe _____,
therefore _____.

How to Succeed in Media Interviews

Being a Spokesperson

This is an opportunity to:

- Share your personal story
- Share key messages to advance your campaign



During the Interview...



DO'S

- Make your most important point first.
- Keep your answers short.
- Stick to your messages and repeat them.
- Make it personal.

During the Interview...



DON'TS

- Don't argue.
- Don't speak "off record."
- Don't nod yes to show you understand a question.
- Never lie or exaggerate.
- Never say "No comment."

During the Interview

The Biggest Mistakes People Make in Interviews

- Talking to fill the silence
 - Deliver your message and stop talking.
- Overwhelming subject mastery is necessary to be effective
 - Knowing too much can be as bad as not knowing enough.
- Guessing
 - If you don't know the answer, don't make it up.

Control the Interview

Flagging – emphasize your message

- If there's one thing you should know...
- The most important thing is...
- Here's the bottom line...
- The critical thing is...



Control the Interview



Bridging-Getting back to YOUR messages

- The real issue here is...
- Let me just add that...
- That reminds me...
- Another thing to remember is...

Be prepared for questions

what's
your
story ?

Delivering your message

How Speech is Judged

80%

FACIAL
EXPRESSION

12%

VOICE

8%

WORDS

HOW you deliver your message is the most important factor of success

Voice

- Record your voice, play it back.
- Breathe.
- Speak slowly (more slowly than usual).
- Practice.

Pace

- What does your pace convey?
- Speak slowly and steadily.
- Look at your audience.
- Breathe.
- Practice.

interview tips for radio

- Know the program and the format.
- Avoid the dreaded monotone.
- Speak slowly.
- Stress key points by raising your intensity level and pitch, not your voice.
- Use words to create an image or paint a picture of your story.
- Feel free to have notes in front of you.
- Be your whole self, not just your expert self – authenticity is as important as authority.
- They can't see you, but you should act as though they can.
- Smile.



interview tips for television

HOW TO SOUND

- Warm up your voice beforehand.
- Vary your tone and emphasis.
- Speak in sound bites.
- Come out of the gate with your main messages.
- If it's a taped interview that will be edited, repeat the question in your answer.
- Be confident, credible, and genuine.
- Avoid filler words such as “uh,” “um,” or “like.”
- Avoid jargon and acronyms.
- Remember your microphone is on.



interview tips for television

HOW TO LOOK

- Look at the interviewer, not the camera.
- Sit or stand upright.
- Don't nod to show you understand the question.
- Avoid excessive hand gestures.
- Make sure your clothing doesn't distract - avoid bright, complicated patterns or accessories that will make noise.
- Establish your credibility with your appearance, when appropriate.



Questions?



Practice

Thank you!

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