



# *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*

CHOICEandTRUTH

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

A black and white photograph of Maya Angelou. She is wearing a beaded headband and a dark jacket. She is holding a microphone to her mouth and appears to be speaking. The background is dark.

# *frame the conversation*

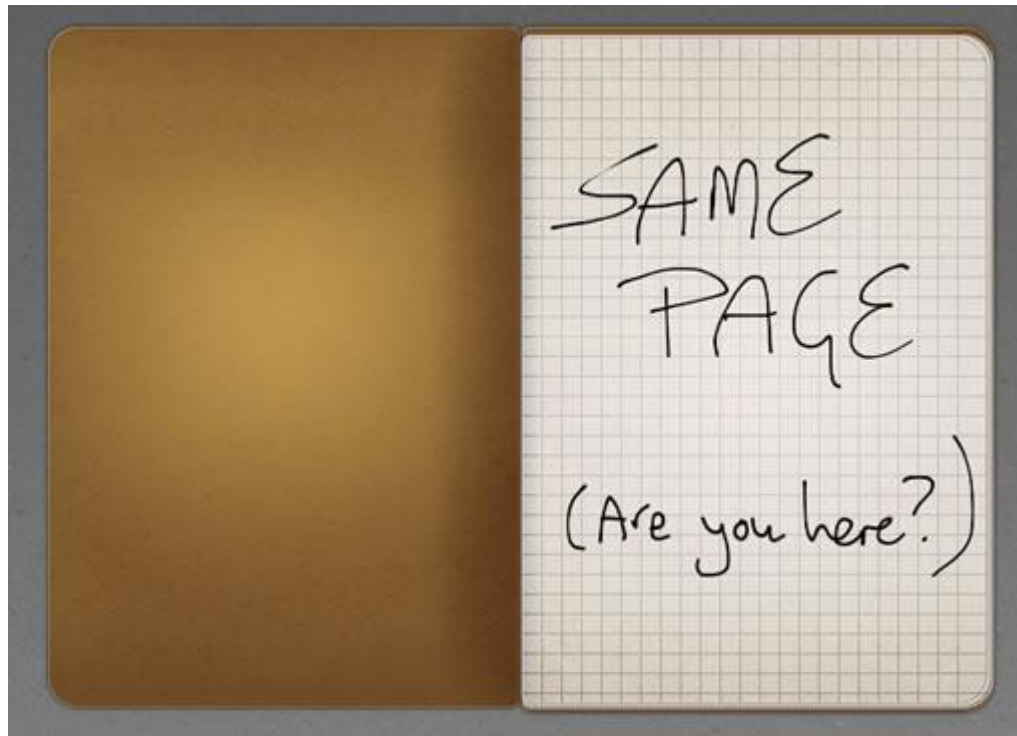


My son has been suspended five times. He's 3.



*message consistency is key*

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*messages are sticky*

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# *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*

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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*

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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%

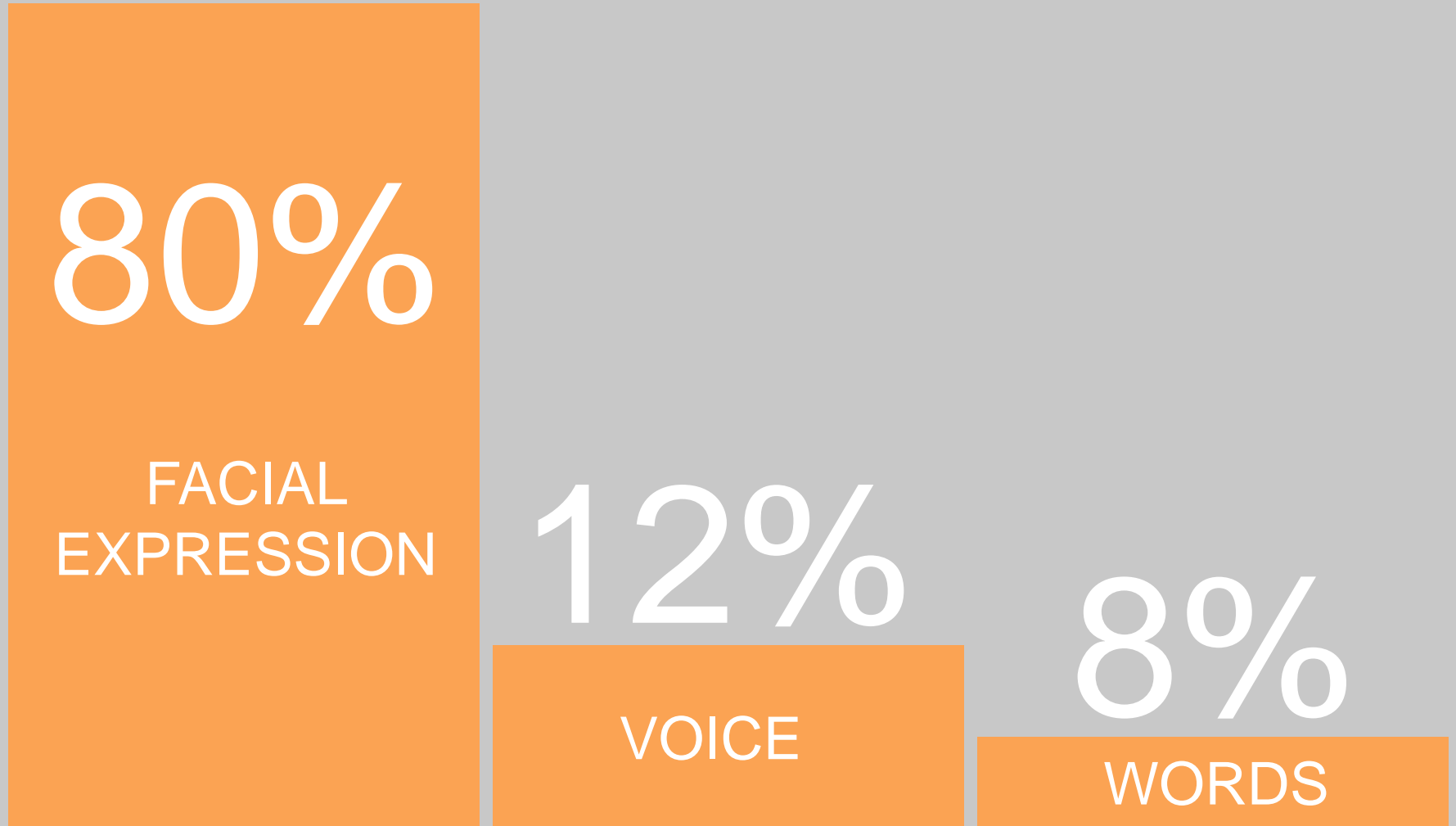
FACIAL  
EXPRESSION

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*

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- 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*

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## 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*

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## 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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