



Spokesperson Training

WELCOME!





Presenter

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Presenter

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OBJECTIVES

- 1 **PREP AND EXECUTION**
- 2 **INTERVIEW FORMAT BEST PRACTICES**
- 3 **FEEL MORE CONFIDENT**

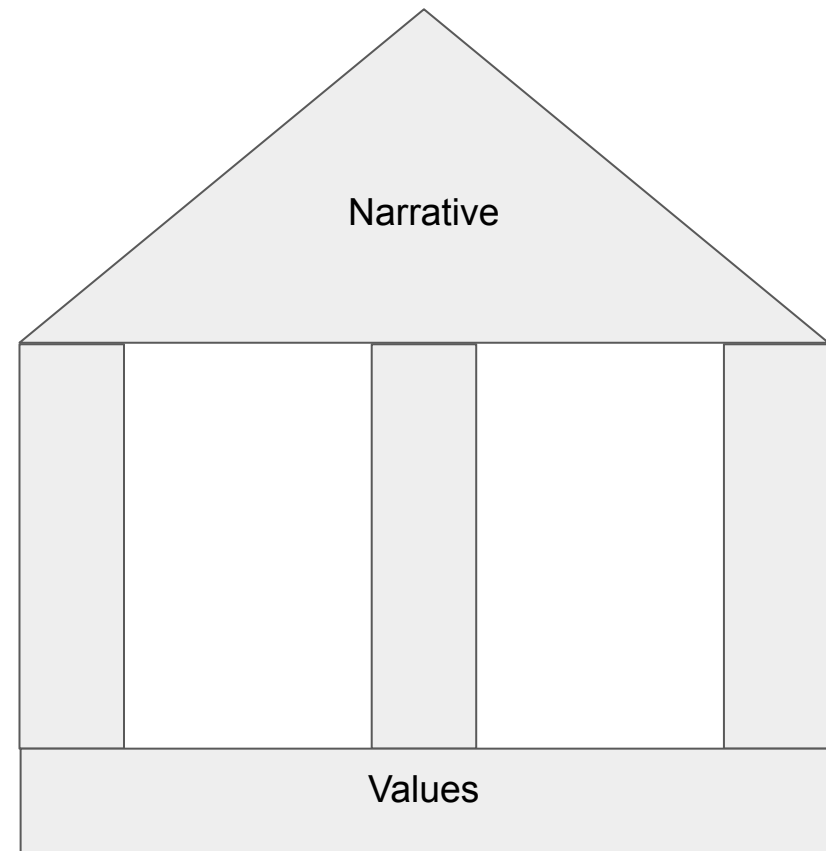


**WHAT DO YOU WANT
TO LEARN?**

STAY ON MESSAGE

Remember to try to link back to your narrative while always being rooted in values. Going off message weakens your narrative structure.

Messages / Talking Points



Elevator Pitch

Your go-to mantra when talking about your issue. Should be short, concise and can be the beginning and end of statements.

What to include:

- 1 **Information (What's happening?)**
- 2 **Values (Why does it matter?)**
- 3 **Action (What can be done?)**

Elevator Pitch Example

Note the Information,
Values and Action

Renewable Energy: *Michigan must move away from toxic and expensive fossil fuels and invest more in renewable energy. Powering our communities with renewable energy will lead to healthier neighborhoods, savings for families and the promise of a brighter future generations to come. That's why we need to push Michigan's lawmakers to support laws that require utilities to invest in more renewable energy to power our state.*

Information: Michigan must move away from toxic and expensive fossil fuels and invest more in renewable energy.

Values: Powering our communities with renewable energy will lead to healthier neighborhoods, savings for families and the promise of a brighter future for generations to come.

Action: That's why we need to push Michigan's lawmakers to support laws that require utilities to invest in more renewable energy to power our state.

Let's review your Elevator Pitches and Talking Points!

BEFORE THE INTERVIEW

Ask your
own
questions:

- **DEADLINE**
- **ANGLE**
- **OTHER SOURCES**
- **FORMAT**
- **LIVE / PRE-RECORDED**
- **LOCATION**

THE SPOX TRIFECTA

REMEMBER THESE FOR ALL YOUR INTERVIEWS:

- 1 **KEEP IT SHORT, CONCISE**
- 2 **“I DON’T KNOW...”**
- 3 **PRACTICE, PRACTICE, PRACTICE**



KEEP IT SHORT & CONCISE

Keeping your comments short and concise will help you control your voice and message while ensuring the important parts make it into the story.



“I DON’T KNOW...”

Feel free to say it. Don’t be an expert where you’re not. Stick to your experiences and knowledge. Don’t fudge it.



PRACTICE, PRACTICE, PRACTICE!

Getting good at anything takes practice. The same is true for talking to the media.



PIVOTING

Remember:
Our job is to
get our
message
out

- **FINESSE MATTERS**
- **“I DON’T KNOW...”**
- **POWER MOVE**
- **“LOOK...”**
- **LONG TALK**
- **REPEAT REPEAT**

INTERVIEW FORMATS

PRINT

In-person or over the phone

Be ready for a picture

Can be long-term projects

TELEVISION

Live vs. recorded

Have b-roll ideas

Consider Zoom

RADIO

In-person or over the phone

Be comfortable

Try moving

IT'S THE LITTLE THINGS

1 LOCATION

2 POSTURE & POSITIONING

3 BUT WHAT WILL I WEAR?



**LOCATION,
LOCATION,
LOCATION!**

Don't make the location
your enemy.

Bob Young Example

Ben Konop Example

POSTURE & POSITIONING

Three tips:

- Big ball, little ball
- Bend the knees
- The edge of your seat



WHAT TO WEAR?

Remember who you're representing. Keep your outfits simple.

Tip: Be comfortable, but take it one step up.



OFF THE RECORD

Yeah, probably not.

But if, yes. Know the terms.



LET'S PRACTICE!



SOCIAL MEDIA ETIQUETTE

Don't make the news
because of Facebook, unless
you want to. Remember it's
OTR.



THANKS FOR COMING!

ANY QUESTIONS?

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