WELCOME!

Spokesperson Training
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.
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?)
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.
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?
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.

I have more Twitter followers than you.
THANKS FOR COMING!

ANY QUESTIONS?

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