

SPOKESPERSON TRAINING



CREATED 12/12
UPDATED 05/20



TABLE OF CONTENTS

3 WHY?

- Messenger = Message
- Communications Today
- Attention Span
- Faster & Less Formal

7 WHAT?

- Fundamentals
- Framing Connects To Values
- Stump Speech
- Social Math
- Storytelling

12 HOW?

- What Audience Remember
- Voice
- Pace
- Expression
- Appearance
- Confidence
- Planning Your Remarks
- Handling Tough Questions
- Afterwards

23 INTERVIEW BEST PRACTICES

- Reminder – It's Not A Normal Conversation
- Come Prepared
- Be Concise
- Be Consistent
- Control The Interview



MESSENGER = MESSAGE

WHY IT'S IMPORTANT

- ✿ Spokespeople are as important – or more important – than the message itself.
- ✿ You are an extension of the campaign. If people see you as innovative, compassionate, strategic, and collaborative, they'll associate those values with the campaign as a whole.
- ✿ What and how you communicate will determine whether that happens or not. The good news is that those values are a big part of who you are already.

COMMUNICATIONS TODAY – THE GAME HAS COMPLETELY CHANGED

WHY IT'S IMPORTANT

- ✿ Changes in technology and media have dramatically altered how we must communicate if we are to be heard.
- ✿ So the fundamentals become even more important: **clarity**, **connecting** with your audience, being **engaging** and **emotional**.

ATTENTION SPAN

WHY IT'S IMPORTANT

- ✿ The days of four-hour Lincoln–Douglas debates are over.
- ✿ Complete concentration maxes out at 20 minutes, but the more typical 12-minute average for human attention has dropped to five minutes in the past 10 years alone.
- ✿ And the brain typically moves on to other things after only eight seconds.

FASTER & LESS FORMAL

WHY IT'S IMPORTANT

- ✿ Our culture – sped up by the internet – has required communications to be faster and less formal.
- ✿ Web copy must be direct and often pithy.
- ✿ Blogs have turned journalistic articles into shorter, opinionated pieces.
- ✿ Twitter forces people to share their lives in 140-character or less snippets.
- ✿ Even conferences are requiring speakers to make their remarks in as little as 5 minutes.

FUNDAMENTALS

WHAT'S IMPORTANT TO SHARE

- ✿ It's not what you say. It's **what your audience hears**.
- ✿ You need to make an **emotional connection** for people to listen.
- ✿ **Avoid jargon**. Use simple words that convey core values.
- ✿ **Be yourself**. Acting naturally works when you're not speaking publicly, so it'll work when you are, too.

FRAMING CONNECTS TO VALUES

WHAT'S IMPORTANT TO SHARE

- 🍀 Frame the issue based on the important value at stake.
- 🍀 Focus on the value that will matter most to your audience.
- 🍀 Example: The economy is the number one issue for voters. President Obama talked about healthcare reform as an economic strategy.

STUMP SPEECH (BASED OFF MASTER NARRATIVE)

WHAT'S IMPORTANT TO SHARE

Step 1: Highlight a shared value.

Step 2: Identify a threat or barrier.

Step 3: Offer a commonsense solution.

Step 4: Make an ask (optional).

Step 5: Lay out a vision for the future.

SOCIAL MATH

WHAT'S IMPORTANT TO SHARE

- ✿ Make your issues urgent and real by focusing on one important statistic and converting it to social math.
- ✿ Examples:
 - ✿ There are more gun shops in California than McDonald's.
 - ✿ By 2025, California will have added the equivalent of Ohio to its population.
 - ✿ Every 9 seconds, a student in America drops out.
 - ✿ Half of healthcare providers do not know what patients owe at the time of care.
 - ✿ New iPhone doubles the speed of its predecessor.
 - ✿ Four out of ten Americans have close friends or relatives who are gay.

STORYTELLING

WHAT'S IMPORTANT TO SHARE

- ✿ Have clear characters.
- ✿ Provide context and familiarity.
- ✿ Show a progression of action.
- ✿ Showcase the conflict.
- ✿ Tap into curiosity and mystery (what will happen? why did it?).
- ✿ Make it “sticky” with memorable details.
- ✿ Get emotional.
- ✿ Reach a climax.
- ✿ Relay a clear moral/lesson.

WHAT AUDIENCES REMEMBER

HOW TO DELIVER

- ✿ How are speeches judged?
 - ✿ Words that you use: 8 percent
 - ✿ Voice: 12 percent
 - ✿ Expressions and body movement: 80 percent
- ✿ Preparation is key to improving delivery.
- ✿ Think about your challenges, so that we can address them. There are solutions for just about everything!

VOICE

HOW TO DELIVER

- ✿ Record your voice and play it back.
- ✿ Breathe!
- ✿ Speak slowly (more slowly than you typically do).
- ✿ Identify any voice challenges that you have (cracking, shaky voice).
- ✿ Practice!

PACE

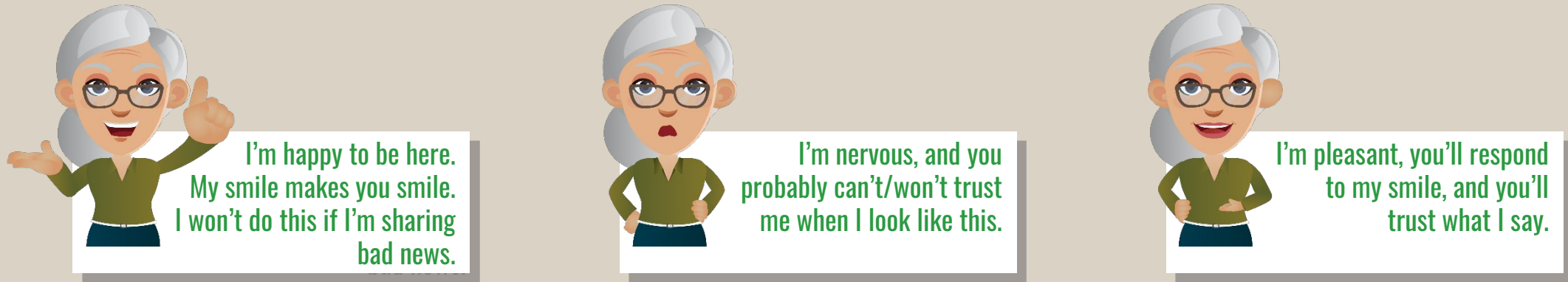
HOW TO DELIVER

- ✿ What does your pace reveal? Excitement, nervous energy, commitment?
- ✿ Preserve your power by speaking slowly.
- ✿ Look at the audience & identify participants who are listening.
- ✿ Use breathing as a tool to control pace.
- ✿ Practice!

EXPRESSION

HOW TO DELIVER

- ✿ Match your expression to what you're discussing, or you will confuse the audience.



- ✿ Use expressions, smiles, and gestures in a way that is natural.
- ✿ Your audience has a positive, physiological reaction to seeing you smile.

APPEARANCE

HOW TO DELIVER

- ❖ Funky jewelry and ties are fun and capture our attention. They also take attention away from *you* when you're speaking.
- ❖ Wear solids or basic patterns, avoid sharp contrasts (wear gray instead of black, for example) and minimize accessories.
- ❖ Wear appropriate attire. If it's a casual event, don't wear a suit, and if it's formal, don't wear khakis and a T-shirt.

CONFIDENCE

HOW TO DELIVER

- ✿ Be honest about your challenges.
- ✿ Don't drink caffeine before a speech.
- ✿ Drink water with lemon to strengthen your voice.
- ✿ Don't lock your knees while standing.
- ✿ If possible, remove uncertainty by learning what participants expect and care about.
- ✿ Practice to build your confidence!
- ✿ Do a quick survey related to your topic to break the ice – and learn about the people in the room.

PLANNING YOUR REMARKS

HOW TO DELIVER

- ✿ Tell them what you'll tell them.
- ✿ Know your audience, their values, & what they want to hear.
- ✿ Create an outline, not a verbatim speech.
- ✿ Pack a punch in your intro, since that determines whether they continue listening.
(Save “thank you’s” for the end.)

PLANNING YOUR REMARKS

HOW TO DELIVER

- ✿ Tell them.
- ✿ Then take them on a journey: Highlight 3–5 major points that help the audience arrive at your conclusion by the end.
- ✿ Link points with a unifying theme.
- ✿ Create curiosity by posing a question at the beginning that you answer at the end, or generally revealing something of interest.

PLANNING YOUR REMARKS

HOW TO DELIVER

- ✿ Tell them what you've told them.
- ✿ Make it real through metaphors, visual imagery and examples, not abstractions.
- ✿ Use “flags” to signal when you have something they should hear/remember:
 - ✿ “If there is one thing I would want you to remember/think about today, its...”
 - ✿ “Now I’ m going to tell you something you’ve probably never heard before.”
 - ✿ “I probably shouldn’t say this, but...”
- ✿ Weave short stories into your remarks.

HANDLING TOUGH QUESTIONS

HOW TO DELIVER

- ✿ You don't have to answer every question directly, especially if you don't really know the answer or the questioner is off base.
- ✿ “Bridge” away from questions you'd rather not answer:
 - ✿ “That's a very good question, and I'd like to give you a more in-depth answer than we have time for right now. Come find me afterwards and let me know how I can reach you, and I'd be happy to talk with you more about that.”
 - ✿ “That's a great question, and I'd like to give it some serious thought. During the break, let's talk more about it.”

AFTERWARDS

HOW TO DELIVER

- ✿ After speaking, get feedback. If it's a conference, they might have formal evaluations. Otherwise, you can always follow up with individual audience members & ask for simple feedback.
- ✿ You might even plant someone in the audience to just give you feedback. Positive reactions will give you more confidence for next time. And if you get tips on things you could have done better or differently, that information is equally as valuable.

REMINDER: IT'S NOT A NORMAL CONVERSATION

- ✿ You are there to deliver your messages.
- ✿ You don't have to answer all or any of their questions directly.
- ✿ Instead of a conversation, where you set up a story with context, start with the lead, then flesh out the story, then provide context and background.

COME PREPARED

INTERVIEW BEST PRACTICES

- ✿ Who's the ultimate audience (readers, listeners, etc.), what do they care about, and what do they expect from you?
- ✿ Who is the reporter and outlet? What's your experience with them and their point of view? Ask them ahead of time what they're planning for this piece.
- ✿ Consider the frame you are working within and develop two to three key messages.
- ✿ Visualize the setting (will there be distractions around, other guests, will you have to have shorter sound bites for broadcast, etc.?).

BE CONCISE

INTERVIEW BEST PRACTICES

- ❖ Speaking too long is the number one problem people have in interviews.
- ❖ Listen to the question, decide on the best message, make your point, and stop.
- ❖ You'll still have a chance to make other points, either in other responses or by saying at the end that you have more to add.

BE CONSISTENT

INTERVIEW BEST PRACTICES

- ❖ While it can seem unnatural, the best way to have your message heard and remembered is to repeat it.
- ❖ You can alter words slightly to not sound too repetitive but repeating the core message is more important than “sounding smart.”
- ❖ It’s especially important to repeat messages for taped interviews, since many of your responses will be cut entirely.

CONTROL THE INTERVIEW

INTERVIEW BEST PRACTICES

- ✿ Bridge.
 - ✿ “That’s a great question, but what we’re really talking about here is...”
 - ✿ “First, it’s important to know that...”
- ✿ Flag examples (which can also be bridges).
 - ✿ “The most important thing that people should know is...”
 - ✿ “If there is one thing I’d like to say today, it’s...”



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