

North Coast and Cascades
Training & Resource Center presents



Champions for Change Media Spokesperson Training

Presented by:

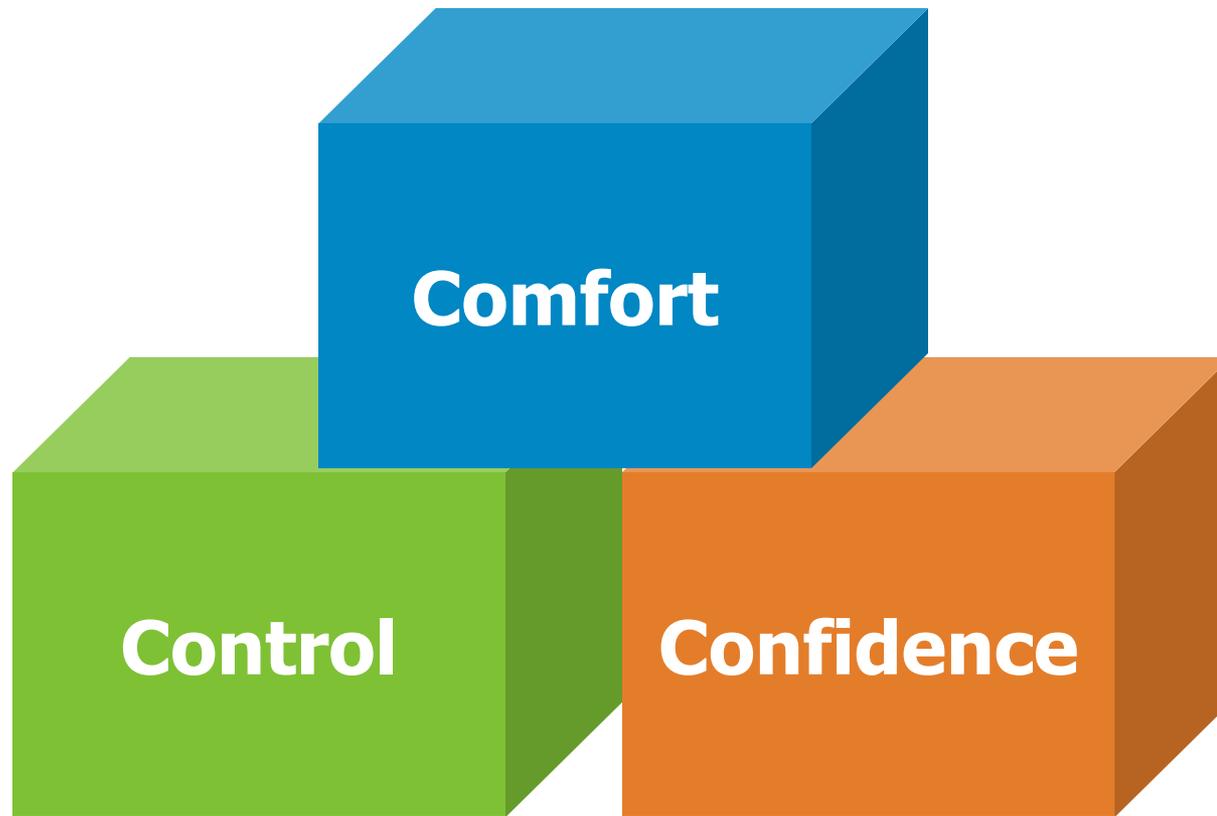
Jenny Breed, CSU Chico, The Center for Healthy Communities

Goals

- **Prepare you to become a more capable and confident media spokesperson by teaching you how to:**
 - **Choose the right key messages for an interview situation**
 - **Utilize time-tested interview techniques to help you deliver them**



Today's Learnings



Why would the media contact a champions for change?

Why is important for Champions to share their story?

Keys to Successful Interviews

- ✓ **Key message development**
- ✓ **Managing the interview format**
- ✓ **Interview control**
- ✓ **Message delivery**



What is a Key Message?



Key messages are the priority points to your story.



Why Key Messages?

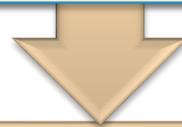
- **Prioritize and organize the most important information**
- **Deliver the information in interesting, concise, engaging ways**
- **Generate interest and curiosity**
- **Cut through the clutter**



Key Message Development

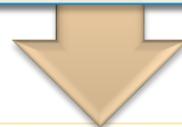
Claim

What do you want the audience to know, believe or do?



Fact

Why should the audience believe you?



Example

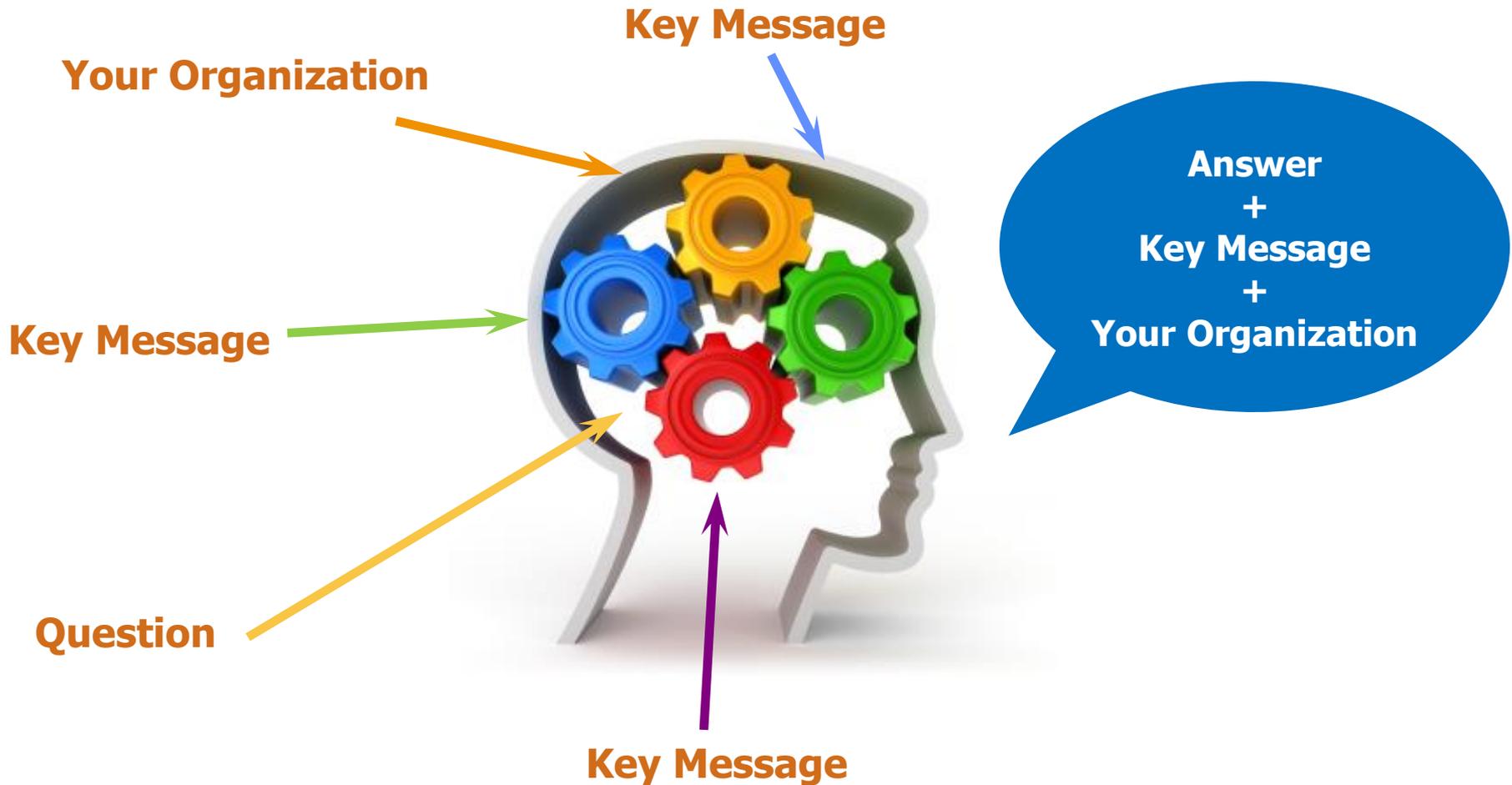
What examples or anecdotes can you provide to further convince/persuade them?



The Untrained Brain



The Trained Brain



Trained Brain in Action

Q: I want to help end obesity- how can I be a Champion for Change?



Claim

Fact

Example



MANAGING THE INTERVIEW FORMAT



The Interview

- **A business transaction**
- **A friendly, engaging conversation**
- **An opportunity to message**
- **An opportunity to message**
- **An opportunity to message!**



Getting Ready

- **Do your homework**
 - Research the reporter
 - Ask for the story angle
 - Review previous coverage
 - Learn about the audience
- **Set an agenda for the conversation**
- **Anticipate questions and prepare answers**



Set the Agenda

Know

I want the audience to know that...

Believe

I want the audience to believe that...

Do

Based on what I've said, I want the audience to go do...

Connecting with the Audience

Believe

Champions for Change are people across CA who are choosing healthy eating and active living.

The healthy choices are easy.

Do

Join the Movement, like us on Facebook at CA Champions for Change and check out the website.

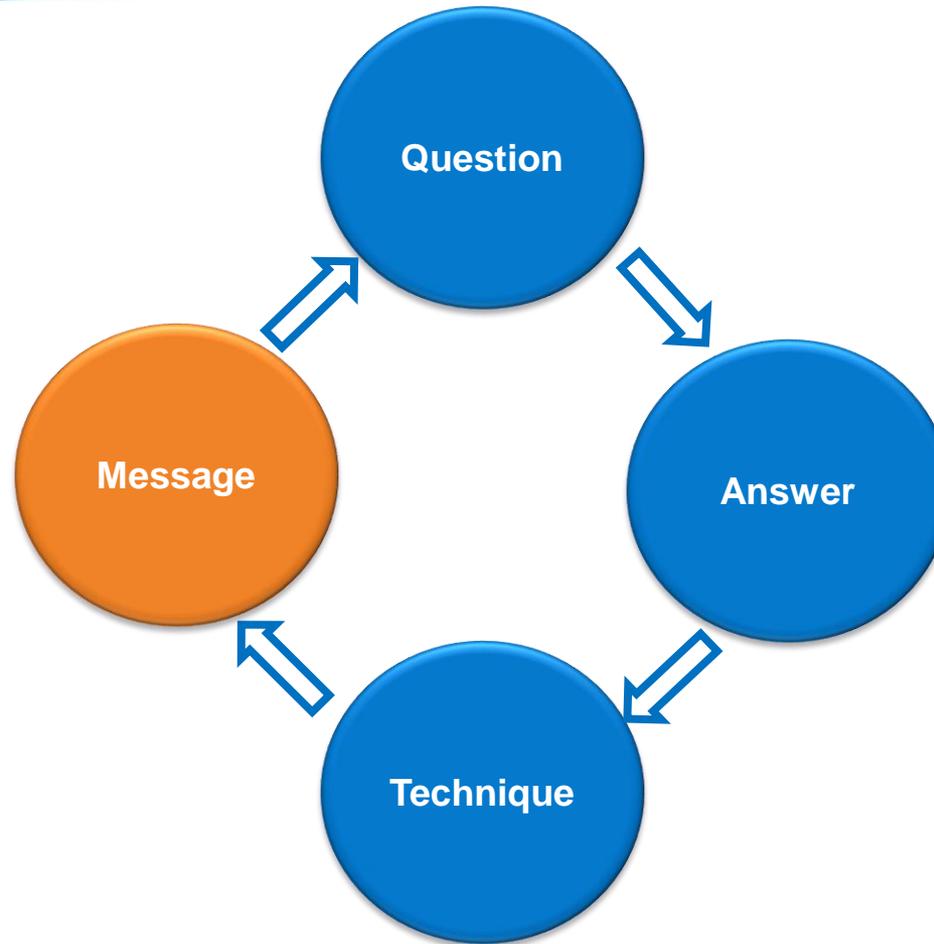
Know



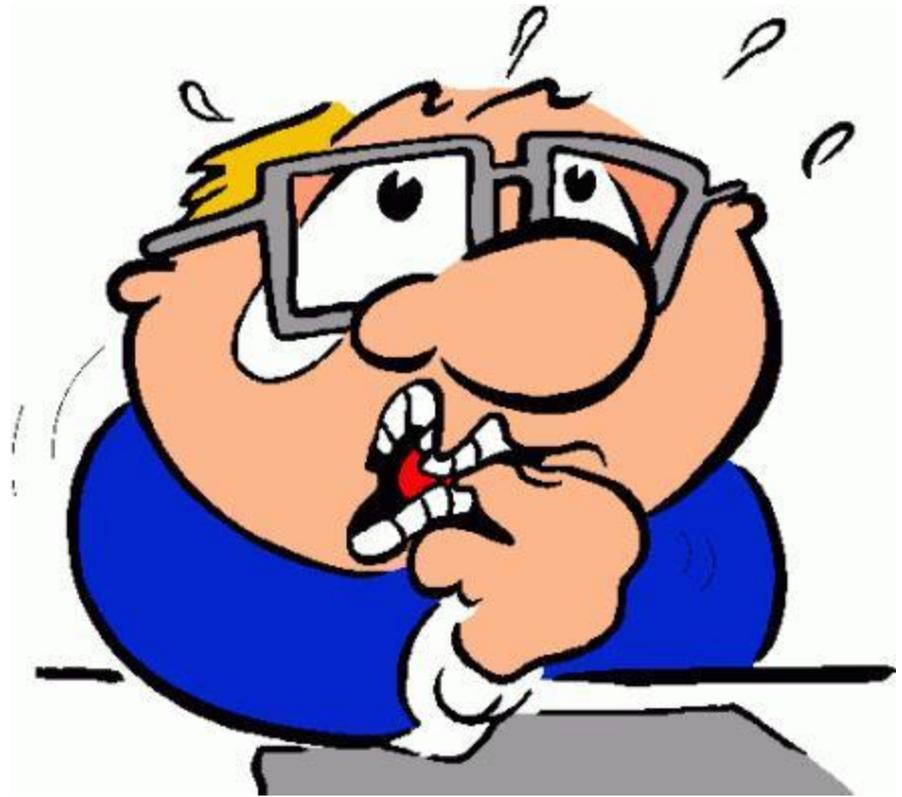
INTERVIEW CONTROL



Conversational Interview



**But, what if
they don't ask
the right
questions?**



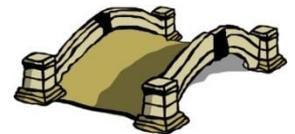
ABCs of Communication

Answer	Bridge	Communicate
Yes, that's right... →	And keep in mind... →	Key Message
No, that's incorrect... →	As an expert... →	Key Message
That's outside my area of expertise... →	What I can tell you is... →	Key Message



Bridging

- **What's important to remember, however, is ...**
- **Let me put this into perspective ...**
- **As an expert, let me add ...**
- **It's an interesting question that reminds me ...**
- **Our real focus is ...**
- **That's not my area of expertise, but what I can say ...**



Bridging Example

Question

Answer

Bridge

Message



Flagging

- **Let me emphasize ...**
- **Many people ask ...**
- **A key thing to remember is ...**
- **Factors you should consider include ...**
- **I've said it before ...**
- **What I'm most excited about ...**
- **That's a very important question you've asked...**
- **If we put this into perspective...**



Flagging Example

Question

Answer

Bridge

Message



MESSAGE DELIVERY



Delivery Tips



- **On-Camera Interviews**
 - Show interest, energy and enthusiasm
 - Maintain eye contact
 - Gesture naturally
 - How do you look?
 - Pay attention to your surroundings



- **Phone and Radio Interviews**
 - Voice is critical – convey confidence
 - Energy must come across – if you don't care why should anyone else?
 - Stand and deliver!



Delivery Do's and Don'ts

Don't:	Instead:
Speculate or lie	Admit you don't know the answer and offer to find the correct information
Use jargon or big words	Keep to a fifth-grade level
Try to fill silences	Provide your answer and wait for the next question
Talk too fast or slow	Keep an even pace, pause after key points and sound bites
Be negative	Be positive and friendly
Offer more information than necessary	Deliver your message, support your point (if appropriate) and wait for the next question
Say anything you wouldn't want in print	Remember, nothing is off the record!

SUMMARY



Interview Checklist

- Do your homework
- Set your agenda
- Anticipate questions
- Be an active listener
- Build bridges and wave flags
- Stay on message
- Focus on the audience



In Class Activity

- **You are invited to speak on the local news station about how to make healthy changes for your family.**
- **Complete the Interview Preparation Sheet (next slide) with a partner on a separate page**
- **Get into groups of 4 and ask each other your “anticipated questions”**
- **Record yourselves using your smart phone**



Interview Preparation Sheet

Topic: How to make healthy changes for your family.

- **3 “must air” key messages:**

1. _____

2. _____

3. _____

- **Anticipated questions:**

1. _____

2. _____

3. _____

- **3 controversial issues that may come up**

1. _____

2. _____

3. _____



Media Messaging in Action

Let's see how the experts do it.

<https://www.youtube.com/watch?v=3breRn8dHpg>



Interview Reflection

Things you liked

1. _____
2. _____
3. _____

Things you would do differently

1. _____
2. _____
3. _____

Things you would absolutely do next time

1. _____
2. _____
3. _____



Today's Learnings



- **Prepare and rehearse**
- **Consider the audience**
- **Focus on your agenda**
- **Use techniques**
- **Remember, you are the expert**
- **Visualize success**



Strength in Numbers

