
 Metropolitan Group
 the power of voice

Delivering Your Message With Confidence (and Even some Flair!)

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Metropolitan Group crafts strategic and creative services that empower social purpose organizations to build a just and sustainable world.
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 **Session Objectives**

- Learn to deliver your messages quickly and concisely—no matter the context, but especially with media
- Gain a level of confidence in being a media spokesperson when appropriate
- Build a strong spokesperson network



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 **There's a reporter on the phone!**

Interview the reporter:

- What is your deadline?
- What is your angle?
- How did you hear about this?
- Who else are you interviewing?
- When and where will this run?




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 **What can you give them?**

Spokespeople:

- Who is the best messenger, most credible?
- Who is closest to the issue?
- Who is directly involved or impacted?
- Sometimes it may be you. (Sometimes it may not be you.)




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 **What can you give them?**

Angles and interest points:

- What is the human interest angle?
- What good visuals or other interesting elements might there be?
- What kind of preparation is needed to maximize results?
 - Prep spokespersons
 - Gather information
 - Check in with your county




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M Let's Say You're the Best Spokesperson: Get Ready

Developing your messages:

- Put messages in a "What?," "So what?" and "Now what?" format
- Include no more than three main points
- Be clear and concise, and avoid jargon
- Use quotable language
- Demonstrate relevance and provide supporting statistics
- Have a "lifeline" you'll keep coming back to, no matter the question

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M Small Group Activity: Message Development

Developing your message platform:

- Value message
- Barrier message
- Vision message
- The ask
- What?, So what? and Now what?
- The lifeline


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M Preparing for the Interview

- Find out what the reporter has covered
- Anticipate tough questions
- Put key messages in your own words
- Practice in front of a mirror


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M During the Interview

- Set ground rules
- Give more than a "yes" or "no" response
- Bridge, flag and throw the lifeline
- Have a "lifeline"
- Be confident
- Avoid negative responses
- Never give false information
- Stay cool
- Speak slowly and in sound bites
- Don't say "no comment"

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M Tips for TV, Radio, and Print Appearances

TV:

- Dress conservatively - dark colors, no stripes
- Gesture naturally
- Look at the reporter, not the camera

Radio:

- Answer in complete sentences and speak clearly
- Use vivid language that paints a picture

Print:

- Stop speaking when you finish an idea
- Never speak "off record"
- Flag important points

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M Small Group Activity: Practice Interviews

Remember:

- Set ground rules
- Give more than a "yes" or "no" response
- Bridge, flag and throw the lifeline
- Have a "lifeline"
- Be confident
- Avoid negative responses
- Never give false information
- Stay cool
- Speak slowly and in sound bites

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Q & A



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