



Characteristics of Effective Spokespeople

Good spokespeople:

- ◆ Have a compelling story to tell
- ◆ Have longstanding credibility
- ◆ Have a solid reputation, past, present and sustained
- ◆ Are engaged in the local community
- ◆ Are available to interact with the local media
- ◆ Are good communicators

Preparing Your Spokesperson

- ◆ Make sure your spokesperson knows:
 1. The media outlet and reporter's name
 2. The reporter's contact information
 3. The time and date of the interview
- ◆ Provide talking points to your spokesperson that illustrate the messages you want that person to convey.
- ◆ Provide a list of possible questions, particularly controversial ones, that a reporter may ask, and prepare your spokesperson with "on-message" answers.
- ◆ Practice with your spokesperson by role playing questions and answers, and assess their delivery of message points.
- ◆ Help your spokesperson develop personal stories and anecdotes that illustrate the messages they want to convey in the interview.
- ◆ Provide background materials on the issue to your spokesperson.
- ◆ Be sure spokespeople understand which information about your organization and the people it serves is confidential. Confidential information should not be discussed with the media. Remember, if you say it, they can print it.