Speak up for Humboldt!
How to be a More Effective Spokesperson and Ambassador
Topics

• Role of Marcom
• Your role
• About the media
• Messaging
• Message Exercise 1
• Crisis Communications, PRAs, negative reporting
• Techniques
• Message Exercise 2
• Wrap up
Your role

• Be prepared
• Lead the discussion
• Always be “on”
• Prepare messages
About the Media

• Media landscape
• Editorial positions/biased reporting
• Impact on HSU
Formats

• Print & Student Media
• Blogs
• Online
• Broadcast
• Trade
• In-house
Preparing for Success

- Partner with Marcom
- SOB (strategy, objective and bridge)
- Key messages
- Q&A
- Rehearse
- Dress for success
- Use body language effectively
Messaging

• Keep it simple
• Minimize jargon
• Support with one or two proof points
• Bridge to your next objective
Messaging Exercise 1 – Pair Up

- Develop your elevator message on HSU and your division/department (10 minutes)
- Swap messages
- Modify your messages together for greater impact
- Regroup and share
Crisis Communication, PRAs & Negative Coverage

- Communications structure/protocol for crises
- Be proactive
- Cooperate with Admin Affairs, Marcom, Chief of Staff & Campus Counsel
- Keep in confidence
Techniques

- Shotgun
- Paraphrasing
- Leading questions
- He said/she said
- Aggression/interrupting
- Repetition
- Playing dumb
- Sugary sweet
- Silence
Case Study

CBS2 Investigates Whether Husband of High-Ranking City Official Received Preferential Treatment From LAPD
Messaging Exercise 2 – Small Group Exercise

- Review the scenario as a group
- SOB (strategy, objective, bridge)
- Selective sharing
Questions & Closing Thoughts

• Remember you are always on!
• Lead
• Prepare and rehearse
• SOB (strategy, objective, bridge)
• Keep Marcom in the loop