

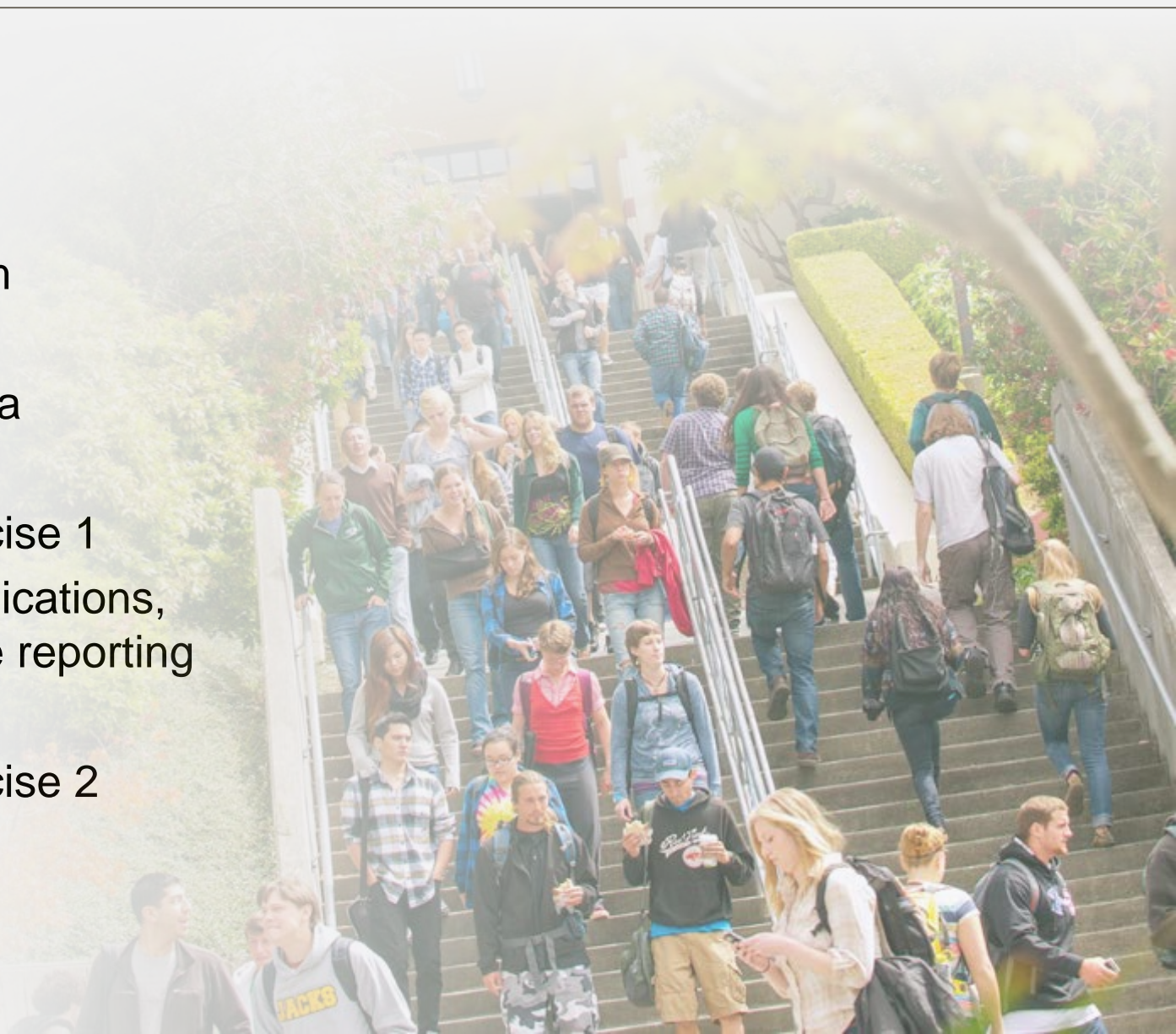


Speak up for Humboldt!

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

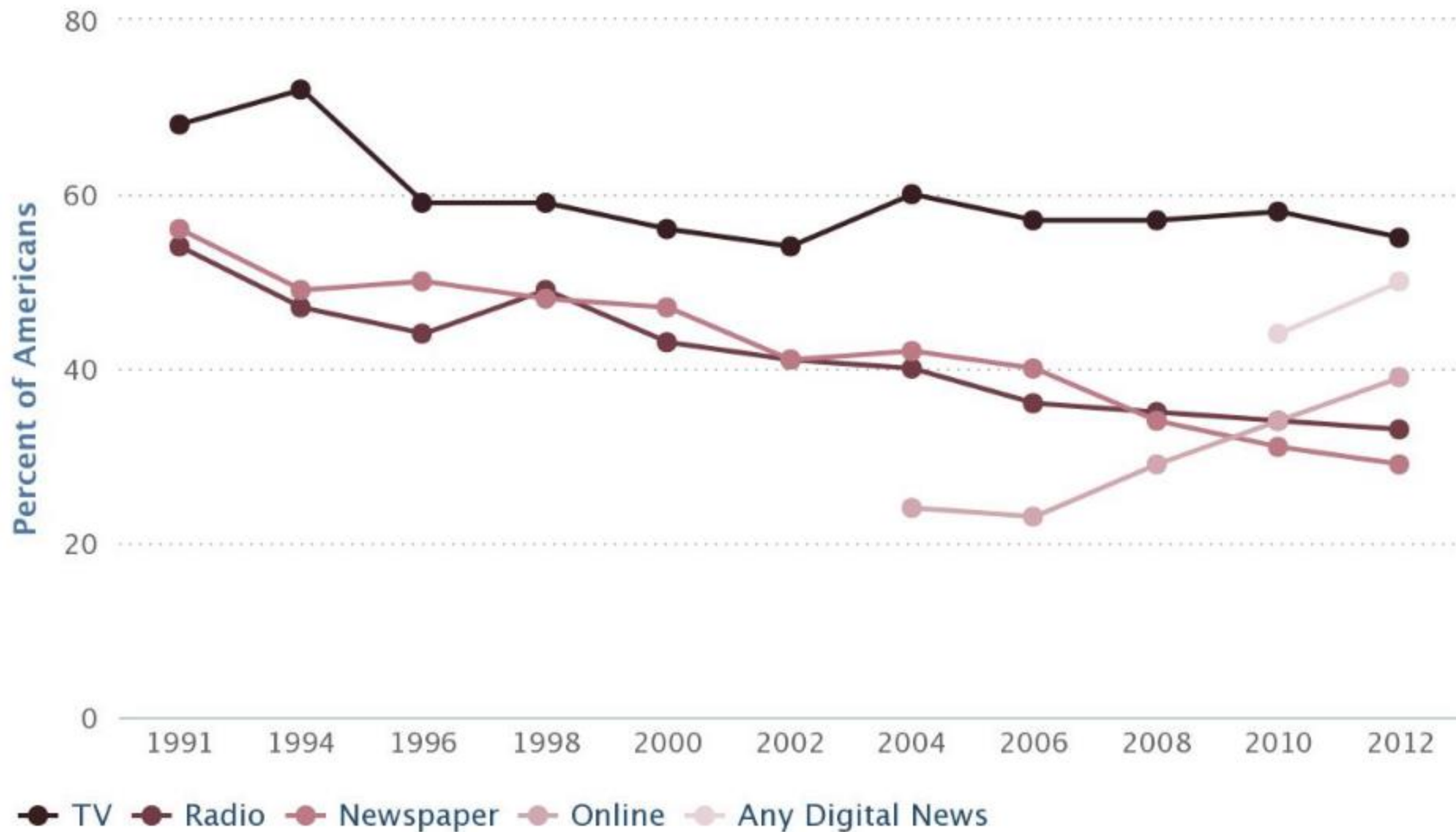
- Be prepared
- Lead the discussion
- Always be “on”
- Prepare messages



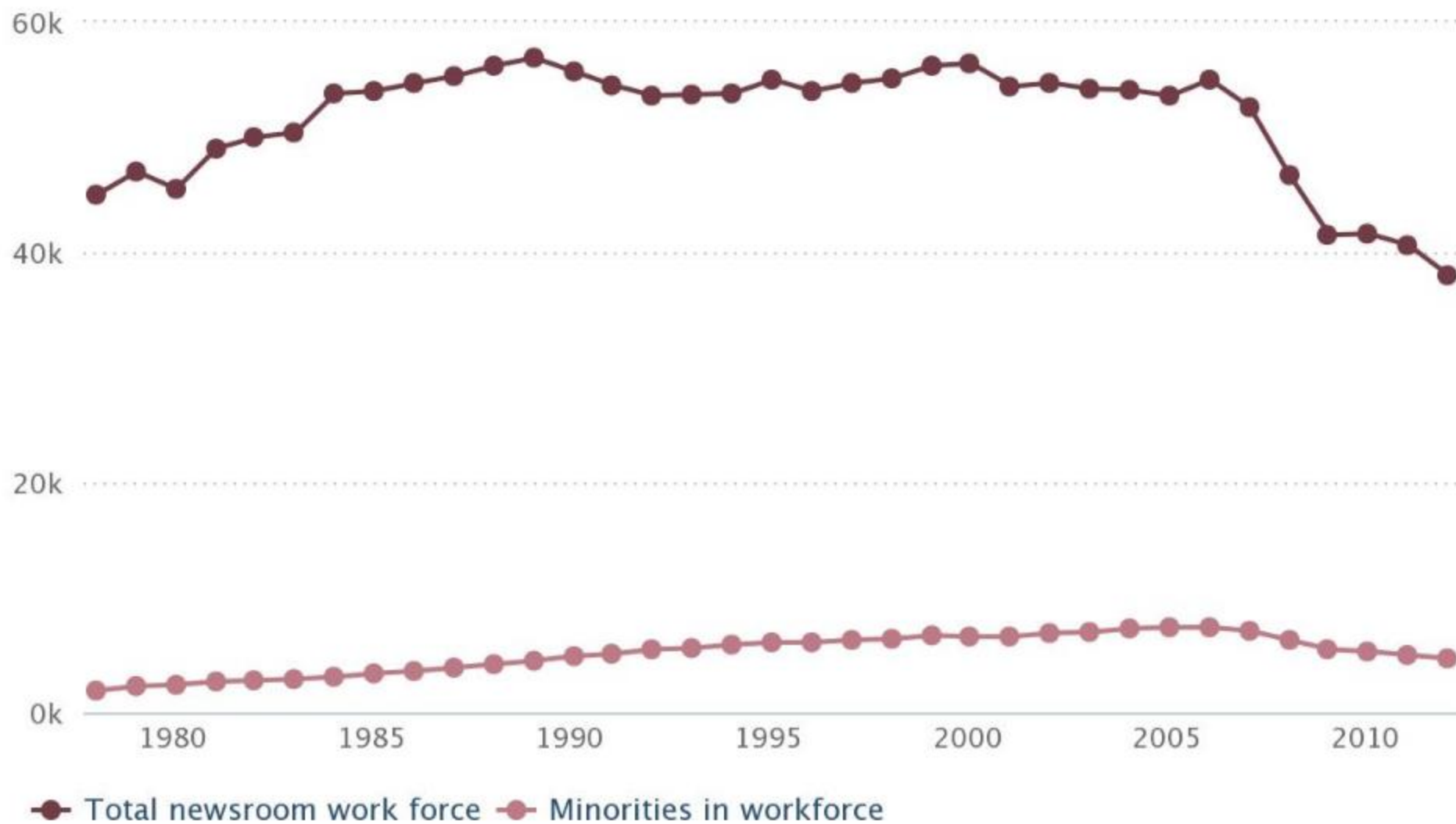
About the Media

- Media landscape
- Editorial positions/biased reporting
- Impact on HSU

Where Americans Get News



Newsroom Workforce



Formats

- Print & Student Media
- Blogs
- Online
- Broadcast
- Trade
- In-house



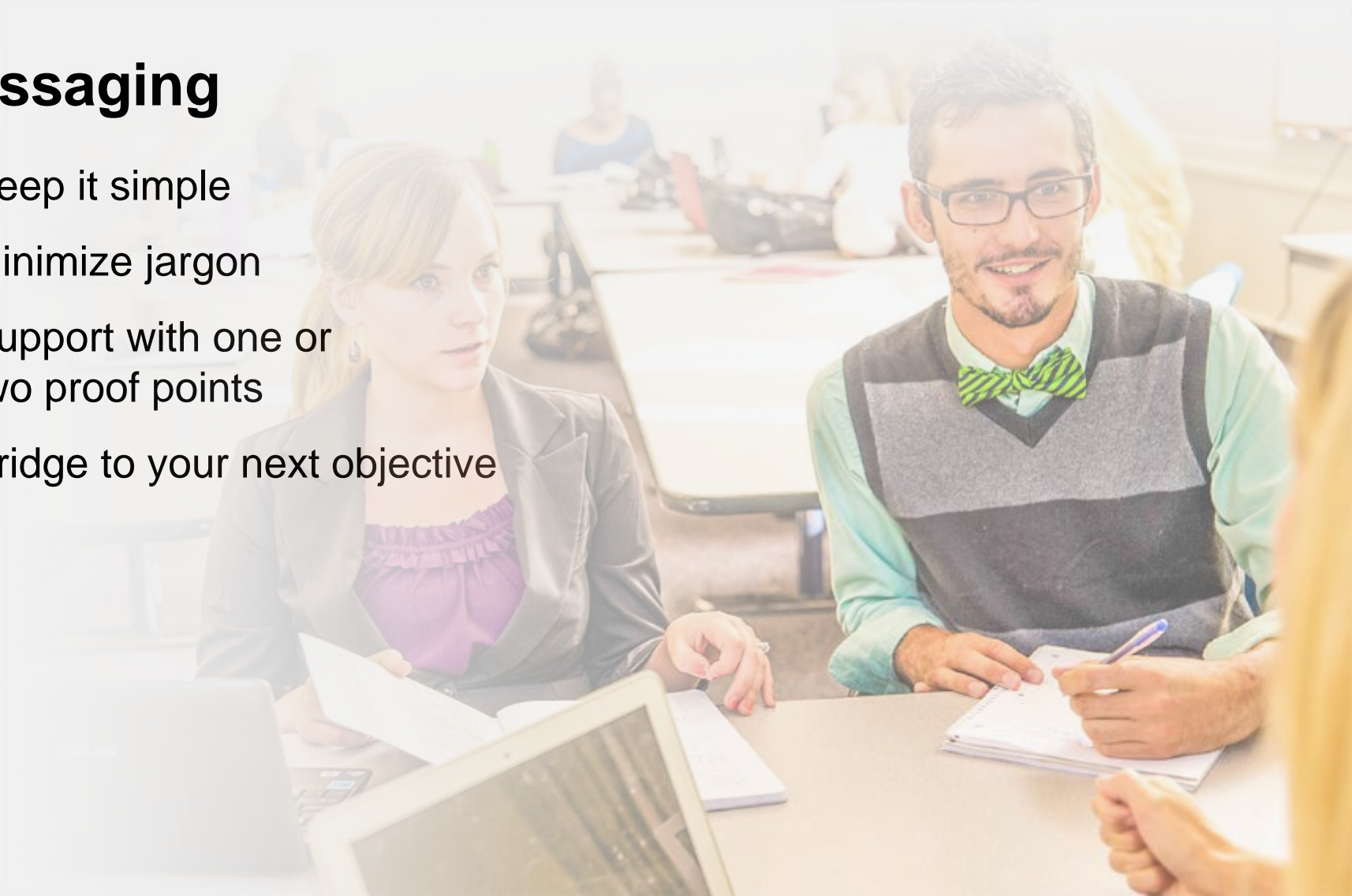
Preparing for Success

- 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



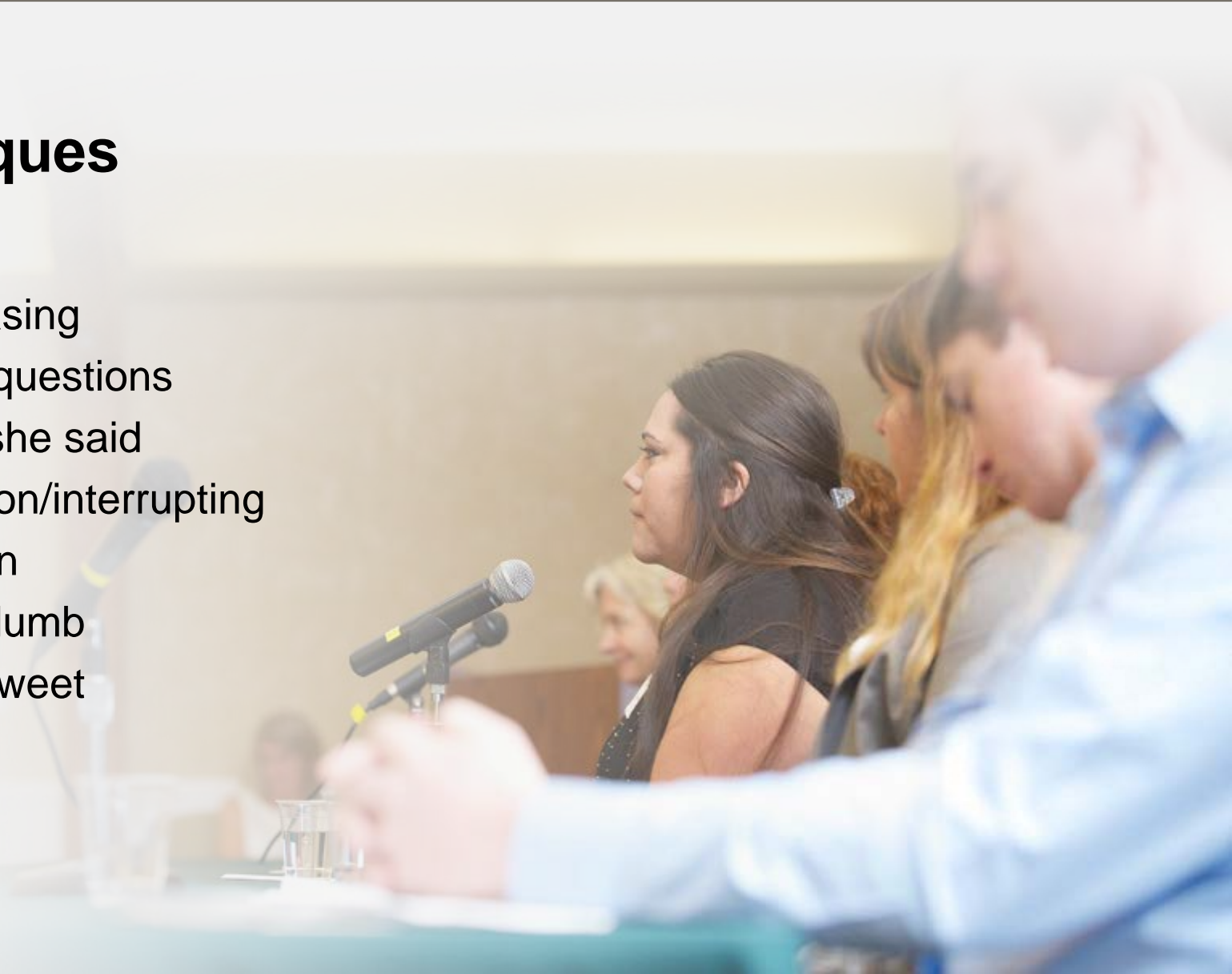
Crisis Communication, PRAs & Negative Coverage

- 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



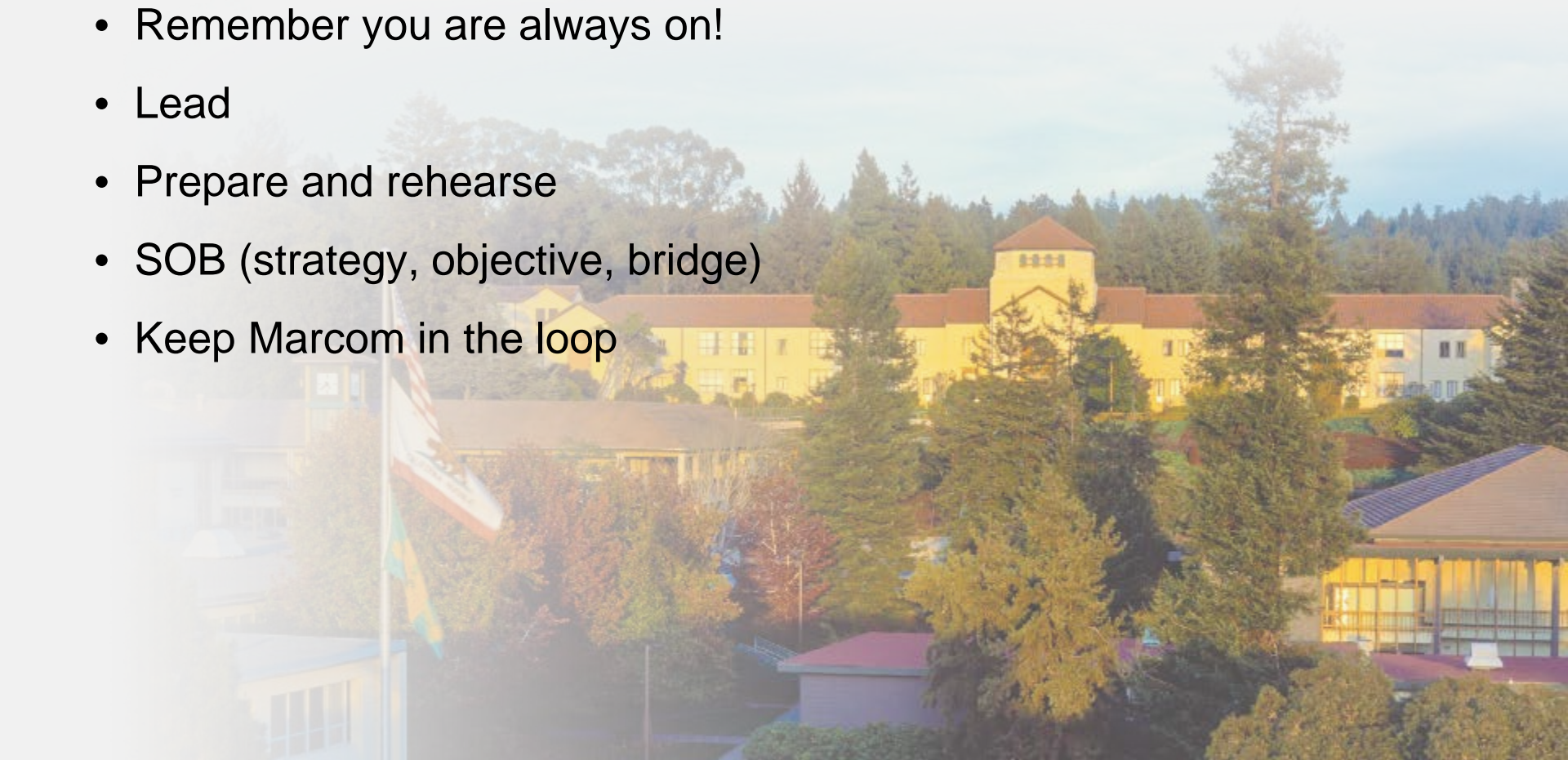
Messaging Exercise 2 – Small Group Exercise

- 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



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