Why be a spokesperson?

- Raise issues on the public agenda
- Frame the issues
- > Introduce solutions
- Empower stakeholders
- Draw in community support
- Influence those with power to create change
- Advance policies and promote enforcement
- Change behavioral and social norms

Contact Us

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PROMOTING VIBRANT, HEALTHY & SAFE COMMUNITIES

The Countywide Media Advocacy Project, led by IPS, is funded by the County of San Diego, Health and Human Services Agency.

SPEAKWELL Spokesperson Training

Effective Communication with News Reporters and Policymakers







What makes a good spokesperson?

A good spokesperson is:

- Articulate
- Convincing
- Passionate
- Credible
- Knowledgeable
- Genuine
- Committed
- Prepared

What does a spokesperson do?

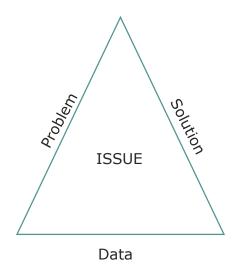
A spokesperson serves as an advocate on a topic or position and delivers the message in an accurate and compelling manner, often in front of the media, city council or other community meeting.

"Effective communication is 20% what you know and 80% how you feel about what you know."

- Jim Rohn

Organizing your thoughts is key to being a good spokesperson. By using the Message Triangle, you define the key elements that support your message.

The Message Triangle



About Us

The Institute for Public Strategies (IPS) promotes vibrant, healthy and safe communities by creating conditions within a community that lead to the adoption of healthy behaviors.

We train community members to advocate for policies, programs or practices by teaching them how to speak well to policy makers such as city council members or in front of a news camera.

Training and Technical Assistance

IPS provides training and technical assistance on the following:

- Environmental Prevention
- Applied Data & Research
- Community Organizing
- Media Advocacy
- Policy Development
- Enforcement