

SPOKESPERSON PREP WORKSHEET



Your message. What is the one thing you want to make sure people know about your organization, your work?

Your audience. Who do you want to reach if you had the choice?

The news. Is there an obstacle in the news that you must overcome?

An anecdote. How can you humanize your message — what is the effect of his issue, change, work, program or legislation?

The numbers. Give your message context.
