SAN JOAQUIN VALLEY HEALTH FUND

WEDNESDAY, FEBRUARY 26

SPOKESPERSON TRAINING
TODAY'S DISCUSSION

• WELCOME & INTRODUCTIONS
• MEDIA
• INTERVIEWS
• MESSAGING : SHARING YOUR STORY
EQUITY ON THE MALL IS RIGHT AROUND THE CORNER!

THANK YOU FOR JOINING US FOR THIS TRAINING TO PREPARE YOU TO BE A SPOKESPERSON!
2020 EQUITY ON THE MALL

WHO: 2,500 Valley residents
WHAT: Equity on the Mall
WHEN: March 11th
WHERE: The State Capitol, North Steps
WHY: Rally for change in the Valley
THE PURPOSE

Bring much-needed urgency and attention to the health challenges that children and families living in the San Joaquin Valley face.

Further strengthen collective action among partners and local leaders to seek solutions.
THE GOALS

Grow local voice: Strengthen and grow the number of spokespeople including partners in the Valley

Elevate local voice: Include local voices in every aspect of the day

Create a Team: Work with partners to raise awareness of the ongoing work and increase support for the SJV Health Fund
MEDIA
It is important to bring them into your work and partner with them on important issues.

They can help build your reach and impact. Media is still influential and reaches millions of Californians.

There are a lot of stories and activities each day and very little news time.
REPORTERS ARE

NOT OUT TO MAKE YOU LOOK BAD

NOT SEEKING TO MISQUOTE YOU

CONDUITS OF INFORMATION TO KEY AUDIENCES

LOOKING FOR A GOOD STORY

HUMAN BEINGS
NEWSMAKERS

• Unique, unusual situation
• Significant impact - breadth and/or depth
• Prominence - who or what is involved
• Timeliness
• Proximity
• Opposing views
TYPES OF MEDIA

TV
PRINT
RADIO
DIGITAL
SOCIAL
TYPES OF INTERVIEWS

1. IN-STUDIO

2. DESKSIDE/ONE ON ONE

3. TELEPHONE

4. LIVE

5. RECORDED/TAPED

6. EDITORIAL BOARD
INTERVIEWS
No one knows the real-life experiences of the San Joaquin Valley better than you.

People need to know why you are here and who you represent.

Whose voices are you carrying with you?
BEFORE THE INTERVIEW

Contact your communications point or internal team. Samantha Garcia: sgarcia@sierrahealth.org

What you need to know:

01  |  Type of interview
02  |  Scope of interview
03  |  Reporter deadline
04  |  Who else has been interviewed
FOCUS THE INTERVIEW

- Who is your audience?
- Has the audience heard this message from the media outlet before?
- Why does your audience care? How will information affect them?
- Why are you conducting the interview?
- Are you the appropriate spokesperson?
- **Acknowledge** the question by saying something like, “That’s a really interesting question,” or “I’m glad you asked.”

- **Build** a bridge from the question to your message with a transitional phrase like, “The community has informed me that the pressing issue is ...” or “Another way to look at it might be ...”

- **Control** the conversation by bringing the answer back to your message.
SOME PITFALLS

Hypothetical Questions

A hypothetical question starts with “What if.....” or “Would you say...”
Don’t let reporter control your agenda
Make your own statement
Never comment on the hypothetical
Suggested Response - “No, I wouldn’t say that. But what I would say is...”

Silence

Quiet tends to encourage you to ramble on
Stop once you’ve answered the question
Ask - “Do you have any other questions?”
Ask - “Have I answered your question?”
Remain silent
Don’t know the answer to the reporter’s question? Don’t like the reporter’s questions?

**Block** a negative question
Respond briefly in a non-specific way

**Bridge** with a smooth transition
Change the subject to a positive message
Samples of block and bridging

“That’s an interesting question, and to put it in perspective...”

“I’m glad you’ve asked me this because it brings me to a point that I’ve been wanting to make...”

“I don’t have any precise details, but what I do know is..”

“Let’s not lose sight of the key issue here, which is...”

“This is indeed important, but what’s even more important is...”
Most important messages
You are the expert
People need to know why you are here and who you represent
Whose voices are you carrying with you?
Take time to hone your stories.
Clear ties to a message
A Message in Your Own Words

Top-line
IHHEEL Policy Briefs
Supporting data
Story
Call-to-action
Repeat
KEY MESSAGES: EQUITY ON THE MALL

01 | Thousands stand together in unity to demand a healthier, more equitable future for the San Joaquin Valley at Equity on the Mall.

02 | Today, we announce an ambitious community-driven policy platform to uplift San Joaquin Valley families and expand opportunities for all SJV residents.

03 | We need California to take action to support investment in the San Joaquin Valley.

04 | We are building community voice through education, awareness, community organizing and the upcoming census.
KEY MESSAGES: IHHEEL POLICY PLATFORM

Immigration: An equitable and prosperous San Joaquin Valley requires an inclusive democracy and due process for all.

Health: Faced with some of the worst health outcomes in the State, we must pursue increased commitment to and momentum toward increased access to quality, affordable health care for all.

Housing: All residents need to have access to safe and affordable housing to build strong, resilient communities.

Education: Ensure equity and justice as cornerstones of a holistic education system.

Environmental Justice: We call for the basic right of clean air and drinking water for all.

Land-use planning: Communities of need in the San Joaquin Valley must be given equitable priority in the allocation and distribution of local and state dollars.
Sample Message

Thousands stand together in unity to demand a healthier, more equitable future for the San Joaquin Valley at Equity on the Mall.

Many Valley communities still lack access to the basic necessities of clean drinking water and clean air to live healthy.

In fact, nearly 4 million people in the San Joaquin Valley do not have access to safe drinking water.

From our work with rural communities in Tulare, Kings and Kern counties, we see so many families, mostly poor and Latino, suffer the most from lack of available clean drinking water.

That is why I am here today with youth, residents and community leaders on the Capitol to demand our policymakers prioritize the health of the San Joaquin Valley so that all children and families can live healthy.
Make Your Story Stick

Keep it real
Keep it short and sweet
Tell it in your own words
Speaks to target audience(s)
Speak passionately
Personal and emotional
Call-to-action
Say it over and over
Ties in to your message
QUESTIONS?