

PUBLIC SPEAKING HANDBOOK



**SCUTARI &
CIESLAK** PUBLIC
RELATIONS
PHOENIX • TUCSON • SAN DIEGO

PRESENTED BY SCUTARI & CIESLAK PUBLIC RELATIONS

A LITTLE ABOUT US

Chip Scutari



Chip Scutari is co-founder of Scutari and Cieslak Public Relations and managing partner of the firm's Phoenix office.

Chip brings an authentic knowledge of politics and public policy, using his reporter's instinct and nose for a good story to the worlds of public relations, crisis communications and media coaching. For 15 years – including several years covering the Arizona state Capitol – he worked on the journalistic frontlines covering Arizona's most powerful politicians and influential business leaders.

National news outlets, like Fox News Channel, MSNBC, National Public Radio and The New York Times, frequently call Chip for his take on the news because of his strong connections to all sides of the political spectrum. He's also been a guest blogger for The Arizona Republic's election coverage.

In 2006, Chip joined a downtown Phoenix advertising agency in a hybrid role of public relations and business development, helping recruit an array of new clients to the firm. His journalism experience, combined with a web of connections and understanding of the intersection between policy, politics and business helps position clients in a wide range of environments.

Chip moderates a variety of business panel discussions and debates for companies and non-profit groups, such as the Greater Phoenix Chamber of Commerce. He has a B.A. from Providence College in Business Administration and a Master's degree in journalism from Syracuse University. In 2012, Arizona Governor Jan Brewer appointed Chip to serve on the state's Lottery Commission, touting his marketing and public relations expertise.

Dave Cieslak



Dave Cieslak is co-founder of Scutari and Cieslak Public Relations and managing partner of the firm's California office.

During his award-winning journalism career, Dave was a reporter for The Arizona Republic newspaper, where he covered high-profile beats including crime and education. He made the jump into public relations in 2005 as the head of communications for the City of Scottsdale, Ariz., Fire Department. He then joined a marketing firm as a senior public relations manager, overseeing national clients including TASER International and the World Wildlife Fund.

In 2008, Dave was honored to serve as a state communications director for Barack Obama's presidential campaign. The position put him on a first-name basis with key political and business leaders across the country. In 2012, Dave was elected to the Ocean Beach Town Council in San Diego and served as its public relations chair. He is a member of the San Diego Regional Chamber of Commerce's Health Care and Energy & Water committees, and previously sat on the Chamber's Legislative and Small Business Committee. Dave also volunteers as a Court Appointed Special Advocate for foster children in San Diego County with the non-profit Voices for Children.

Dave has provided public relations and political analysis for The New York Times, Politico, and Newsweek. He has also appeared as a spokesperson and analyst on MSNBC, Fox News Channel, CNBC and Dateline NBC. He has served as a guest lecturer at the Freedom Forum Diversity Institute at Vanderbilt University and has a B.A. in journalism from the University of Arizona.

Bill Bertolino



Bill Bertolino spent 16 years in journalism covering politics, public policy, legislation and city and state government. He's been a reporter, a city editor

and a managing editor in a variety of newsroom settings.

Bill brings those journalism skills, in-depth political knowledge and management expertise to the public-relations field, where he thrives at the constantly evolving intersection of business and public policy.

He specializes in messaging, media- and community-relations, crisis PR and speechwriting. Bill provides strategic communications advice to executive leadership, and develops public-relations and earned-media plans for leading public entities, companies, nonprofit groups and political campaigns.

Bill believes in the power of storytelling and uses his journalism training to pinpoint and highlight the most compelling information about clients—whether they're people, policies, companies or causes.

His work has been published in the Arizona Republic, Arizona Capitol Times, East Valley Tribune, Orange County Register, and Colorado Springs Gazette, among other publications. He has offered his insights on a variety of TV and radio news shows. Bill has a B.A. in journalism from Arizona State University's Walter Cronkite School of Journalism and Mass Communications.

Holly Amaya



Holly Amaya, a veteran award-winning journalist, has nationwide media contacts and an eye for a compelling story. Before practicing law, she worked in the

press office of a U.S. Senator in Washington, D.C. and in the features department of international fashion magazine *Harper's Bazaar*, and covered crime, public safety, and natural disasters for *The Arizona Republic* in Phoenix (which led to on-air appearances on CNN's Headline News and Nancy Grace). As a journalist, Holly was known for her ability to ask the tough questions necessary to make a good story great. She later used those same skills as a trial lawyer to garner stellar results for her clients, first in a law firm and later as the sole in-house counsel for a large global service provider. Holly is seasoned at helping companies weather internal change and external conflict, and years spent on deadline in both journalism and law trained her to think on her feet and tell a convincing story.

A proud Hoosier, Holly is a member of the Indiana University School of Law's Young Alumni Council and serves as President of the Indiana University Alumni Association's San Diego chapter. In 2012, Holly was named a Top Young Attorney and among San Diego's Top Corporate Counsel by *The San Diego Daily Transcript*. In 2013, she was selected as one of *SD Metro Magazine's* "40 Under 40." Last year, Holly was honored with the Lawyers Club of San Diego's prestigious C. Hugh Friedman Award in recognition of her leadership, community service, and excellence in practicing law.

A native of southern Indiana and a first-generation college student, Holly attended Indiana University on a full-ride merit scholarship, receiving degrees in English and journalism. She is a *cum laude* graduate of the Indiana University-Bloomington Maurer School of Law and holds a degree in American and British Literature from the University of Kent in Canterbury, England.

Lissette Martinez



Lissette Martinez is a 3 time Emmy Award winning bilingual multimedia journalist with more than a decade of experience in top 15 markets.

Lissette is also a media consultant, most recently working with the University of San Diego. As a consultant for the university, she has trained staff on the latest smart devices and how they can be used to shoot, write and edit broadcast quality videos for marketing purposes.

As a news anchor for Univision, the highest rated Spanish language television broadcast network in the country, Lissette is well respected by the Spanish-speaking audience. She has also contributed extensively during her career with Univision Network, working on special broadcast projects that aired across the nation. Most recently, Lissette has worked with Univision Los Angeles and Univision San Diego as a freelance reporter. During her time at the NBC affiliate in Phoenix, her work also appeared in articles on USA Today as well as online publications like NBC Latino and Azcentral.com

Not only is Lissette a recognized on-camera talent, she's also a professional behind the scenes working as a producer, photojournalist and editor. Her experiences have given Lissette a complete command of the broadcast news business in front of, and behind, the camera.

Because of her bicultural background Lissette has formed an unbreakable tie to the Spanish-speaking audience, able to bring important insight into what her community wants and needs, and how to best communicate the message.

Keith Yaskin



Keith Yaskin is President of The Flip Side Communications which offers video production, media training, media

relations, employee communications, copywriting and social media. Before that, he was a TV reporter for 17 years.

He won three Emmys and three first place Associated Press Awards. In 2006 the AP named him Arizona's TV Reporter of the Year. He graduated from Northwestern University's Medill School of Journalism.

Keith was an investigative reporter who covered everything from government to business to education. He has covered hurricanes and space trips to Mars and interviewed countless CEOs, public figures and celebrities such as Charlton Heston and B.B. King.



MEDIA RELATIONS BEs & DON'Ts

Be honest.

Be passionate.

Be prepared.

Be expressive.

Be accurate.

Be courteous.

Be concise.

Be calm.

Be consistent.

Be gracious.

Don't lie or mislead.

Don't be evasive.

Don't be defensive.

Don't speculate.

Don't lay blame.

Don't go off the record.

Don't be negative.

Don't speak before thinking.

Don't stonewall.

Don't interrupt.

Don't be sarcastic.



Quick tips:

- Being passionate will show your natural charm and enthusiasm for your cause.
- Don't lie — Like Mom always said, "honesty is the best policy."

Notes:



BRIDGING

Bridging is an easy way to take a question posed by a reporter (or any of your key audiences, for that matter—customers, partners, employees, stakeholders or the media) and answer it with one of your prepared key messages. Simply put, bridging is a way to answer the question and transition into something you want to say. This can be accomplished subtly, with practically no one realizing it was done.

Notes:

EXAMPLE:

You're a safety expert being interviewed about the importance of drowning prevention. A reporter asks you a completely unrelated question while you're trying to discuss an increase in child drownings.

REPORTER: Where do you like to go on vacation?

YOU: I grew up in Los Angeles, so I really enjoy going to Santa Monica and spending time at the beach. But that can be hard for a person in my position because, while I try to relax on the shore, I watch as countless young children play in the water without the appropriate supervision or a flotation device. I find myself approaching their parents and reminding them about the ABCs of water safety: Adult supervision, Barriers to the water, and Classes including CPR and first aid.

SOME EASY BRIDGES INCLUDE:

- *The key issue is...*
- *It's important to note that...*
- *Let me reiterate that...*
- *That's the main reason that we're...*
- *What we're focused on is...*
- *Let me emphasize that...*
- *What's important is that...*
- *It's imperative that we remember...*



SEVEN DEADLY SINS

* COMPILED FROM DECADES OF BAD INTERVIEWS

1. Breaking into Jail.

“As you get more comfortable and settle in to an interview, it’s natural to let your guard down. The conversation begins to flow and you feel like, “Hey, this is really getting somewhere!” You’re probably right — and you should keep it that way by not deviating from your talking points or dabbling in things you don’t know or simply wish were true.

Spicer apologizes for Hitler comparison



EXAMPLE: SEAN SPICER

President Trump’s former spokesman was in that job for a reason. He’s a longtime political operative and communicator. But even the best in the business make mistakes. Take a recent White House briefing in which Spicer attempted to make a point about the heinous acts committed by Syria’s Bashar al-Assad. In the news conference, Spicer compared Hitler with Assad.

But then he kept going.

Spicer told journalists: “We didn’t use chemical weapons in WWII. You had someone as despicable as Hitler who didn’t even sink to using chemical weapons.”

It was a comment Spicer would come to regret. He later issued a written apology and participated in a series of interviews clarifying his statement and apologizing for factually incorrect and wildly insensitive comments.

In the end – this became the story. It destroyed the White House message about Syria’s atrocities on civilians and the need to develop a thoughtful strategy about how the U.S. could help.



Notes:



SEVEN DEADLY SINS

* COMPILED FROM DECADES OF BAD INTERVIEWS

2. Repeating the Devil's Question.

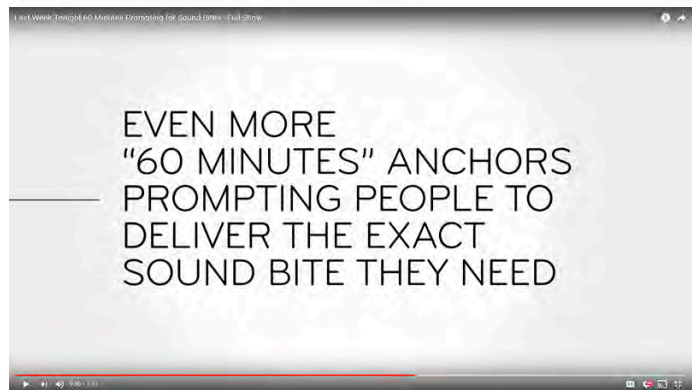
It's the oldest magic trick in the book: when a reporter miraculously inserts their own words into your mouth. There's an easy way to avoid being the victim of these journalistic hijinks: don't repeat anything the reporter says. Ever.

EXAMPLE: TASER

When the co-founders of TASER International, the controversial Scottsdale stun gun manufacturer, step in front of the TV cameras, they inevitably get asked questions like "how many people has your company killed?"

Of course, the natural reaction to an outlandish question like that is "MY COMPANY HASN'T KILLED ANYBODY!" But Rick and Tom Smith know that a sound bite like that would lead the 11 p.m. news, and that's the last thing their company needs.

They wisely "bridge" off the question and get back to their key messages without letting the devil win.



Notes:



SEVEN DEADLY SINS

* COMPILED FROM DECADES OF BAD INTERVIEWS

3. Message MIA.

It's one of the deadliest sins: failing to prepare three key messages before an interview. But this is where firms like ours shine — we're experts at developing strategic communications plans and talking points around any hot-button issue, and in training company surrogates to answer any question using them.

EXAMPLE: DONALD TRUMP

For better or worse, Donald Trump was the most outrageously quotable candidate of the 2016 presidential election cycle. Consider his visit with the editorial board of the Washington Post in the spring of 2016, when the following exchange took place regarding his stance on ISIS:

An editor jumped in. "This is about ISIS," he reminded Trump. "You would not use a tactical nuclear weapon against ISIS?" "I'll tell you one thing," Trump replied. "This is a very good looking group of people here. Could I just go around so I know who the hell I'm talking to?"



4. Words of Wrath.

Everyone has bad days. And we can get annoyed by pushy reporters who scream out in-your-face questions. Don't take the bait. The key is channeling that energy into a concise, compelling message. Stay cool and calm, and your words are more convincing and credible.



“ NO COMMENT ”



Don't even think about it.

For reporters, these two words spell blood in the water. You might as well say "I'm guilty," or "We really screwed up," or "I've got something to hide." And you can bet journalists who are worth their salt won't rest until they dig up the rest of your story. Don't let them.



Instead, take control of the narrative. If you truly can't comment, say why: you're still in the process of collecting all the facts, you'll get back to them when you have more details, you want to get them the best information, etc. In nearly all circumstances, it's better to manage a situation by facing it head on and providing the information that you are at liberty to give. Here are some phrases to use instead of "no comment":

- *It's our policy not to discuss _____ specifically, but I can tell you.... (Note that this phrase also works well if you're being asked about ongoing litigation, or about information that is confidential or proprietary. Focus on what you can talk about.)*
- *I think what you're really asking is....*
- *That speaks to a bigger point....*
- *Let me reiterate...*

Notes:

SOUNDBITES WITH SUBSTANCE

Here's what makes a good quote and soundbite:

- *Analogies (think of a proverb – succinct while profound).*
- *Bold action words.*
- *Emotions and examples (the more personal the better).*
- *Clichés.*
- *Humor.*
- *Pop culture references.*
- *Slogans.*

ANSWERING COMPOUND QUESTIONS:

Confronted with a question that's really three (or five) in one? Take a cue from the most skilled communicators and answer the question *you* feel best prepared and most comfortable tackling, and then bridge back to your key message points. Chances are, the reporter will be so wowed by your response (and the new information is raises), he or she will forget about the other questions.





TV INTERVIEWS

When all eyes are on you, what you say, how you're sitting, even the tone of your voice can make or break your big moment. Here are some tips to remember in a TV interview:

- **YOU ARE IN CONTROL.**
- The words "FOR EXAMPLE" are your best friend.
- Know your single most important point to get across, known as a "quotable quote."
- Avoid the phrase, "I think".
- Lean slightly forward toward the camera.
- Touch interviewer/anchor's arm or hand to show warmth.
- Fluctuate your voice tone, like you're talking to a friend.
- Wear neutral colors: Dark blue is always a good choice.
- Know the set: If your legs will show, don't wear jeans or a dress.
- You're so vain: Check your makeup, hair and teeth before the segment.
- Look at the interviewer, NOT the camera.
- Answers should be 15-30 seconds, total.
- **PRACTICE ... PRACTICE ... PRACTICE ...**
Then **PRACTICE** some more.

RADIO INTERVIEWS

Because these interviews lack the visual component TV interviews offer, careful word choice and tone are key. This, however, is changing because radio stations now offer live streaming video of their studios and newspapers are posting video interviews conducted by reporters and editorial boards.

- *Fluctuate voice tone. Smile.*
- *Use descriptive words, creating visuals.*
- *Think of radio as "theatre of the mind."*
- *There are no tough hosts, only ill-prepared guests.*
- *When given a choice between being interviewed by phone or in studio, try to do the interview in studio. You will get more time in the studio and it is harder for hosts to be nasty to you if you are sitting three feet away from them and looking them in the eye.*
- *If you are booked on a one-hour talk show, remember the audience changes every 15 minutes, so you must repeat your message constantly.*
- *Callers can be especially nasty, but they cannot force you to be nasty or say stupid things.*
- *Don't be afraid of callers.*
- *Don't react to the negative energy of callers or hosts.*

PRINT INTERVIEWS

Sarcasm doesn't work in print.

During phone interviews, have your three-point message sound bites in front of you.

You are not a reporter's personal Librarian of Congress; you don't need to provide facts for hours at a time to reporters.

Assume everything you say is on the record unless you have a very specific agreement otherwise. Even if the pens and recorders have been put away and you are walking the reporter to the door, anything you say can be used in the story.

If you hear a reporter typing when you are saying one of your sound bites, slow down and let the reporter catch up. Then say it again.



STYLE & SUBSTANCE

TIPS FOR STELLAR SPEECHES

Telling a great story. Great storytellers set up a conflict just begging for resolution and illuminate a path forward. With every presentation, define your purpose. What's the takeaway?

Sketch out a roadmap of content by focusing on your *what*. Establishing a chronology – a concrete beginning, middle and end – will help your audience connect with your key messages and help you stay on track.

1. The beginning. Don't spend too much time on the beginning – instead, give your audience a quick lay of the land, introduce key players and briefly summarize your challenge. This is your first chance to bond with your audience and introduce your vision.

2. The middle. Once you've set up this conflict, use the middle of your presentation to explain how you'll connect the dots between what's present and what's possible. Delve more deeply into your conflict and hone in on the emotions it creates.

3. The end. Keep your ending brief and tell your audience how the problem or conflict is resolved. Connect the resolution back to your central purpose and end with a call to action.



President Lincoln delivered the Gettysburg Address in less than three minutes.



Dr. Martin Luther King, Jr. delivered "I have a dream," in 17 minutes.

FEAR OF PUBLIC SPEAKING?

Seven ways to overcome it

1. Find familiar faces in the audience.

If you get nervous during public presentations, find a few people you know in the audience and spend much of your time looking them directly in the eyes – as if you’re having a conversation with friends. One of the most-viewed TED Talks presenters, Simon Sinek, says “scanning and panning” is your worst enemy. While it may seem like you are looking at everyone, it’s actually disconnecting you from the audience.

2. Don’t overdose on coffee.

Caffeine wakes you up, but too much coffee creates the jitters and can make you anxious. Have a healthy meal with a normal amount of caffeine beforehand.

3. See your nervousness as an opportunity.

A wise person once said: “Don’t let the perfect be the enemy of the good.” You shouldn’t expect your presentation to be flawless. Instead, channel that raging adrenaline as you prepare to launch into your story.

4. Don't memorize.

Committing every word and pause of your presentation to memory not only comes off as, well, rehearsed, it creates an inordinate amount of stress for you as the speaker. Trying to remember every single nuance you committed to paper will actually make you *more* nervous – instead, focus your energy on touching on the big concepts of your story and connecting with your audience in an authentic, relaxed way.



Notes:

FEAR OF PUBLIC SPEAKING?

Seven ways to overcome it

5. Don't read.

In the same way, try to avoid reading from a script or notecard unless you have a TelePrompTer. Over-reliance on scripted content prevents you from fully engaging with your content and your audience.

6. Anchor.

The more you walk around, sway or rock back-and-forth, the more your audience will follow your movements – not your message. It's best to drop an anchor, slow down and project yourself (you can walk around between slides).

That said, you don't have to be the Tin Man. We've all seen the poor souls who look stiff, pale, bland and boring on stage. Using very little body language doesn't conjure up an image of confidence.

Quick tip: Being passionate will show your natural charm and enthusiasm for your cause!

7. Size up the space beforehand.

If possible, arrive early and walk the perimeter of the room. Take stock of its size. Think of how you'll need to augment the sound of your voice or the breadth of your physical expression to match.

Notes:



OTHER PUBLIC SPEAKING TIPS

Slow it down.

It's happened to the best of us: When we get nervous, we tend to fly through our words. And when that happens, our message is lost.

Speaking too quickly can also be interpreted as a lack of self-confidence.

Avoid the natural human tendency to be a "fast-talker." Take a moment to take a deep breath and collect your thoughts. Speak more slowly than you normally would, as if you are having a relaxed conversation with a friend or your spouse.

During key passages, slow down and amplify your speech. You can even take a second or two between ... every ... word.

It ... really ... really ... works!



Don't be late

The last thing you need is to be running late for an important presentation, keynote speech or a public meeting. Arrive AT LEAST a half-hour before the start.

Sometimes, things don't go according plan.

Have multiple back-ups of your presentation – on your laptop, a thumb drive or a shared folder online – like Google Drive or Dropbox. Make sure all equipment is working and the space is setup the way you envisioned and prepared for.

Technical problems only add stress – avoid them at all costs.

Making a Power(ful) Point

Presentations are often accompanied by PowerPoint slides. The key thing to remember here: *less is more*.

Steve Jobs famously said: "People who know what they are talking about don't need a PowerPoint." Yet even the late Apple CEO used slides in his presentations. However, they smartly incorporated images and few words to reinforce his message.

The best PowerPoints steer clear of text-heavy bullet points and wordy paragraphs. The more words you have on the slide, the more your audience will be distracted from your message.

Jump Right In

Don't drone on with a long list of people or groups you're recognizing, or talk about the weather.

Break the Ice

If possible, do some research and find a connection with the audience. Proudly state whether you share common interests, a neighborhood or other links. If appropriate, don't be afraid to sprinkle in some humor – it goes a long way in relaxing the speaker and engaging the audience.

Cool & Calm = Convincing & Credible

Your internal mantra should be: "I'm the calmest person in the room."

Don't worry about the people furrowing their brows. Focus on your supporters and your team – the people who are visibly engaged with you and on your side.

It may be difficult to believe in the moment, but you are there for a reason. You are the expert. You are in control.

The bottom line is this: This is your moment to shine and represent your company or cause with poise and assertiveness. Embrace it. Enjoy it.

Project Yourself

A good way to reach an entire room is to think about communicating to the back row. This allows you to naturally amplify your speech.

The best speeches and presentations alternate one's vocal tone, use pauses and pacing to make effective points.

Use Your Hands

Great speakers make their points with strong, specific hand gestures. If you normally talk with your hands, use that to your advantage. If it makes you more comfortable, practice your presentation in front of a mirror and test out a few gestures before the big day.

Quick tip: *Don't be phony or feel like every sentence needs a big hand gesture. Just do what comes naturally.*

“Thank you” and a big smile goes a long way

Open and close your presentation with two simple yet powerful words: "Thank You!" They've given you their time – express your gratitude.

And finally – Smile!

The old adage is true. Smile. Smile. And smile again.

Flashing a genuine smile is disarming to an audience. Even more importantly, science tells us that smiling relaxes you, makes your brain happy and loosens up your body language.

Be yourself – act like you're having a conversation with a colleague, friend or family member.

SOCIAL MEDIA DOS & DON'TS

DO:

- Maintain professionalism in every post and response.
- Use proper grammar.
- Actually read articles or links before posting or retweeting.
- Take a moment to understand trending #Hashtags before linking your organization to them.
- Keep your personal account just that – personal. Double – and then triple – check your privacy settings to ensure the audience for your posts is appropriately limited. (And remember: in the age of the screenshot and retweet, nothing you post is truly private, or truly yours.)

DON'T:

- Talk about confidential, proprietary, or litigation-related information.
- Forget that with every post – even those on your personal page – you're representing your employer or company.
- Use social media as a bully pulpit – especially if your company is under investigation or in crisis. Now is not the time to proclaim your innocence or test your talking points. Instead, use a good crisis communications plan (in conjunction with seasoned PR pros) to put your best foot forward.













MARTIN SHKRELI

May the downfall of former pharma CEO and hedge fund manager Martin Shkreli (who famously raised the price of a life-saving HIV drug by 3700 percent) be a cautionary tale to all of us: when you're in a position of power (or if you'd like to be known as generally a decent human) never use your Twitter feed to boast about your dating prowess, talk about how much smarter you are than everyone else, or proclaim your innocence when under criminal investigation. Just don't do it.

Notes:



FINAL TIPS

-  The words “For example” are your best friends.
-  You are in control.
-  Select no more than three key message points.
-  Be prepared for every interview. No excuses.
-  Practice, practice, practice.
-  Never lie, guess or speculate.
-  Use Soundbites with substance and keep your answers concise.
-  Do not say anything “off the record.”
-  Do not argue or get defensive.
-  Don’t give “no comment” as a response.

Notes:

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