Meet the team

Briget Arndell  
Communications Associate

Jessica Jewell  
Director of Digital

Nicole Lampe  
Managing Director

Sade Moore  
Communications Associate

Sarah Bucci  
Director of Strategic Communications
 Agenda

- Elements of compelling messages
- Interview Basics
  - Before
  - During
    - Responding to tricky questions
  - After
  - Discussion
“One important key to success is self-confidence. An important key to success is preparation.” -Arthur Ashe
VPSA Message Development

- **V**alue
- **P**roblem
- **S**olution
- **A**ction

*The Opportunity Agenda*
Value

- This is really about your vision.
- Why do you do this work?
- Why do we want our target audience to act or change their minds?
Problem

LEAD POISONING CAN RUIN A CHILD’S BRAIN DEVELOPMENT, CAUSING IRREVERSIBLE DAMAGE
Problem

● Framing the challenges, how does this threaten our shared values?
● Keep it focused: 6-10 million families drink water from lead pipes in the United States
● The power of storytelling: use an anecdote of a family or a community whose lives were impacted from drinking water from lead pipes
Solution
Solution

- Who’s your target piñata—a decisionmaker who can make change happen?
- Focusing on only doom and gloom isn’t going to move the needle
- Position your message to offer specifics on a better path forward
Solution

Sri Vedachalam @DrVedachalam · Nov 22

With the bipartisan infra bill passing, 15 states can fully replace lead pipes. If BBB Act passes, another 9 states can fully fund lead pipe replacement. Also, 14 more states can replace HALF their lead pipes. There is serious $$$ in these bills to eliminate/reduce lead in water.
THE BIPARTISAN INFRASTRUCTURE DEAL

REPLACES LEAD PIPES TO MAKE SURE OUR KIDS HAVE CLEAN DRINKING WATER
Soundbites
Why soundbites?

It’s a short attention span world!

Most people get their news from social media (via their phones) or TV

---

**Large majority of Americans get news on digital devices**

% of U.S. adults who get news ___ from ...

<table>
<thead>
<tr>
<th>Device</th>
<th>Often</th>
<th>Sometimes</th>
<th>NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>A smartphone, computer or tablet</td>
<td>60%</td>
<td>26%</td>
<td>86%</td>
</tr>
<tr>
<td>Television</td>
<td>40%</td>
<td>28%</td>
<td>68%</td>
</tr>
<tr>
<td>Radio</td>
<td>16%</td>
<td>34%</td>
<td>50%</td>
</tr>
<tr>
<td>Print publications</td>
<td>10%</td>
<td>22%</td>
<td>32%</td>
</tr>
</tbody>
</table>


PEW RESEARCH CENTER
Traits of effective soundbites

- Visual
- Packs an emotional punch
- Taps into shared values
- Can stand alone
We’ve known for centuries that lead is a poison. Yet, across our country, lead is like the straw through which we’re getting drinking water.

Dr. Mona Hanna-Attisha from Flint, MI
Bloomberg Law
The Interview

BRING IT ON
Before

- Preparation and practice
    - 3 Key Points, Sound Bite, and Takeaway
  - Anticipate questions
  - Practice, practice, practice
Before

- **Logistics**
  - Know the interviewer/outlet/audience

- **Handle incoming from reporters**
  - Gather information
  - Make a plan
  - You don’t have to respond to every request
Before

- You’re always on the record

CAN WE TALK OFF THE RECORD AS FRIENDS?
During

- Breathe!
- Take a beat before speaking
- Speak in full sentences
During

- Don’t fear silence
- It's OK to say, “I don’t know”
Staying on Message
Repeat, repeat, repeat
Evasive maneuvers

Acknowledge -> Pivot/Bridge -> Deliver your message
Acknowledge the question

- “I hear that concern...”
- “That’s one point of view...”
- “That’s an industry talking point...”
Bridge - Pivot

- “I want to focus on...”
- “What I do know is....”
- “The important thing to know is...”
- “What we’re actually hearing most from the community is...”
- “The facts show...”
Answering “tough” questions

Example: “Won’t shutting down this facility kill jobs?”

- **Acknowledge** - That’s an industry talking point.
- **Pivot** - We’re hearing from the community that they are most concerned about pollution making them sick.
- **Message** - Polluters should be held accountable for dumping toxic chemicals in our waters. We can create economic opportunity for our neighbors by investing in public green space and clean energy instead.
Different formats

- TV Interviews
  - We have a whole training for that!
- Radio
  - Have a clear connection
- Podcasts
  - Often more in-depth, conversational
After

- Say thanks!
- Follow up. Make sure you’ve got contact info. Send any materials you promised or follow up on questions you weren’t able to answer.
- Ask for the story link, share, tag the reporter and their outlet on social media.
Q&A