



**“Be Prepared – Know What to Say & How to Say it”
EPA Region 5 Spokesperson Training Workshop
Chicago IL – April 18, 2019, 8:30 a.m. – 4:00 p.m.**

8:30 – 8:45 a.m.	<i>Workshop Overview/Roundtable Introductions.</i>
8:45 – 10:10 a.m.	<i>“Meet the Media”– Round #1.</i> A brief overview of how and why reporters operate the way they do, what makes news, and your rights as an interview subject. With video examples of good and not-so-good stakeholder encounters.
10:10 – 10:30 a.m.	<i>Top 5 Mistakes Even the Pros Make</i> Videos and recap of key spokesperson/media pointers.
10:30 – 10:45 a.m.	<i>Break</i>
10:45 a.m. – Noon	<i>“Be Prepared – Round One” - On-Camera Group Exercise #1.</i> Relevant Superfund Site Message– Building Session followed by participants in teams of two or three preparing brief statements on the status of the site for mock “community meeting” presentations. Each team will have 5 minutes to make their presentation, followed by 5 minutes of questions from trainers and colleagues. Video playback and critiques will follow after lunch.
Noon – 1:00 p.m.	<i>Lunch Break</i>

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- 1:00 – 1:45 p.m.** ***“Be Prepared” – Part 2.*** On-camera Exercise group critiques.
- 1:45 – 2:00 p.m.** ***Rules of Audience Engagement***
Say it well and with style – vocal tips.
Making Body Language Work for You.
Coping with conflict and difficult situations and participants.
- 2:00 – 3:50 p.m.** ***“Be Prepared – Round Two” - On-Camera Exercise #2.*** Using a customized or relevant scenario, participants will prepare three key message points to deliver during an on-camera mock interview with a “TV news team.” Group critiques will follow.
- [Note: No formal break, but participants can take individual short breaks during the on-camera scenarios.]***
- 3:50- 4:00 p.m.** ***Workshop Wrap-up***

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