



**PUBLIC AFFAIRS**

**SPOKESPERSON TRAINING SEMINAR  
INTERVIEW SKILLS**

- 9:00 a.m.** **WELCOME AND INTRODUCTION TO THE PROGRAM**
- 9:00 – 10:30 a.m.** **HANDLING SPOT NEWS INTERVIEWS**  
Learn how to give clear, concise answers in a high-pressure, spur-of-the moment interview. By role playing, participants will learn how a news crew operates, how the news is edited, and how to avoid having your answers “taken out of context.”
- 9:00 – 10:30 a.m.** **INDIVIDUAL ON-CAMERA INTERVIEWS**  
Participants will take part in one-to-one television interviews in a simulated TV studio. You will encounter an interviewer who may be hostile, uninformed or indifferent. All interviews will be reviewed during the upcoming “Interview Strategy” segment.
- 10:30 a.m. – 1:30 p.m.** **INTERVIEW STRATEGY FOR PRINT AND BROADCAST INTERVIEWS**
1. Know your rights in an interview.
  2. Examine different types of questions and the best way to answer them.
  3. Explore how to handle different interview styles.
  4. Learn how to bridge from a negative question to one of your key messages.
  5. Review videotapes from the first interviews to identify and reinforce strategies and techniques.
- 12:00 p.m.** **LUNCH SERVED DURING THE REVIEW OF INTERVIEW TAPES**
- 1:30 – 2:15 p.m.** **SETTING GOALS**  
Participants learn how to identify key issues and establish goals.
- 2:15 – 3:00 p.m.** **BASIC PRESENTATION SKILLS/INDIVIDUAL ON-CAMERA INTERVIEWS**  
Brief review of presentation techniques.
- 3:00 – 4:00 p.m.** **REVIEWING INTERVIEWS & SEMINAR WRAP-UP**  
The second set of interviews is reviewed by the group and suggestions are made for additional practice of the techniques learned throughout the day.