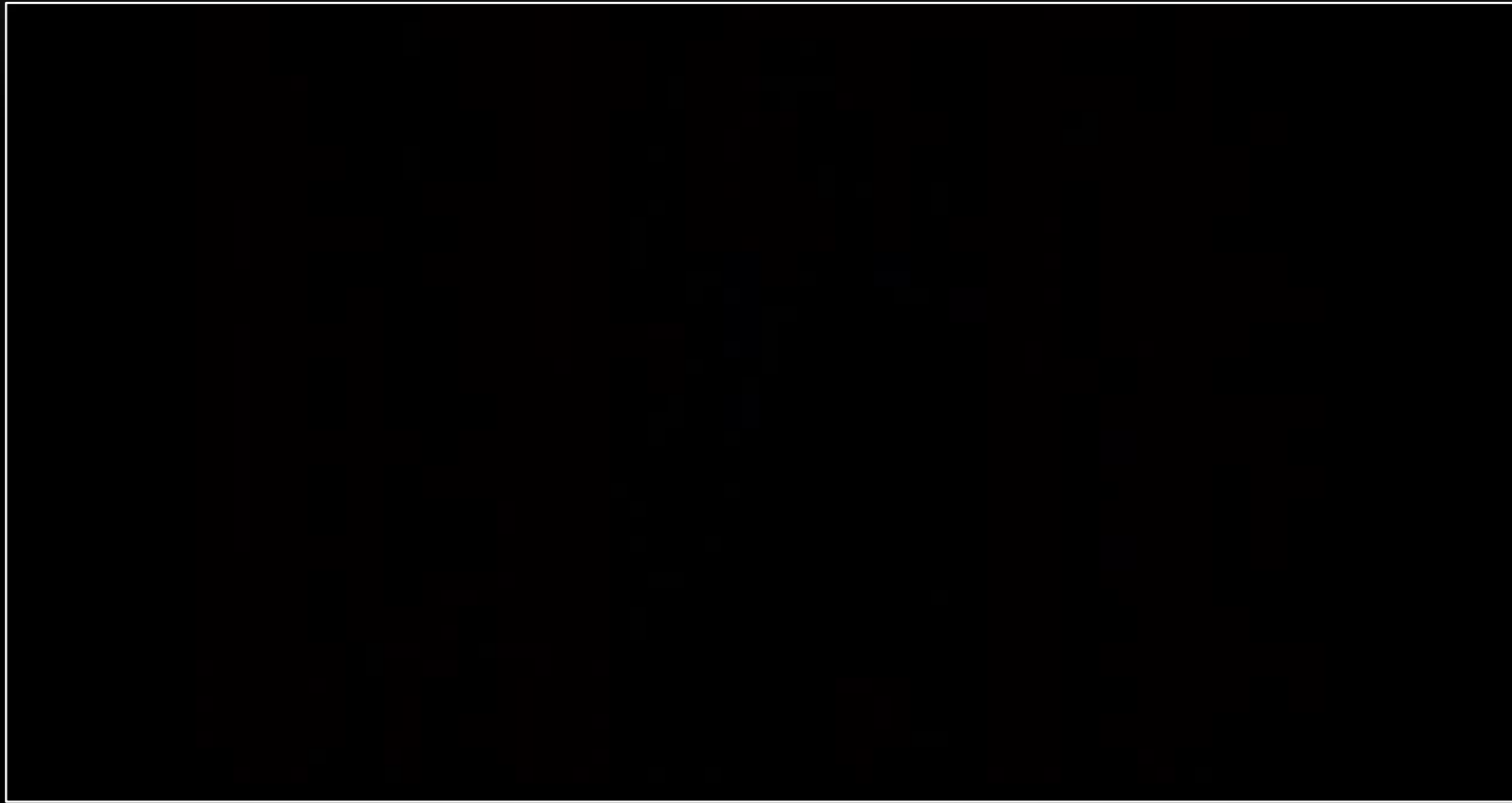


PUBLIC SPEAKING AND  
DEALING WITH THE MEDIA  
MIKECHINOY@GMAIL.COM



# JERRY SEINFELD- FEAR OF PUBLIC SPEAKING



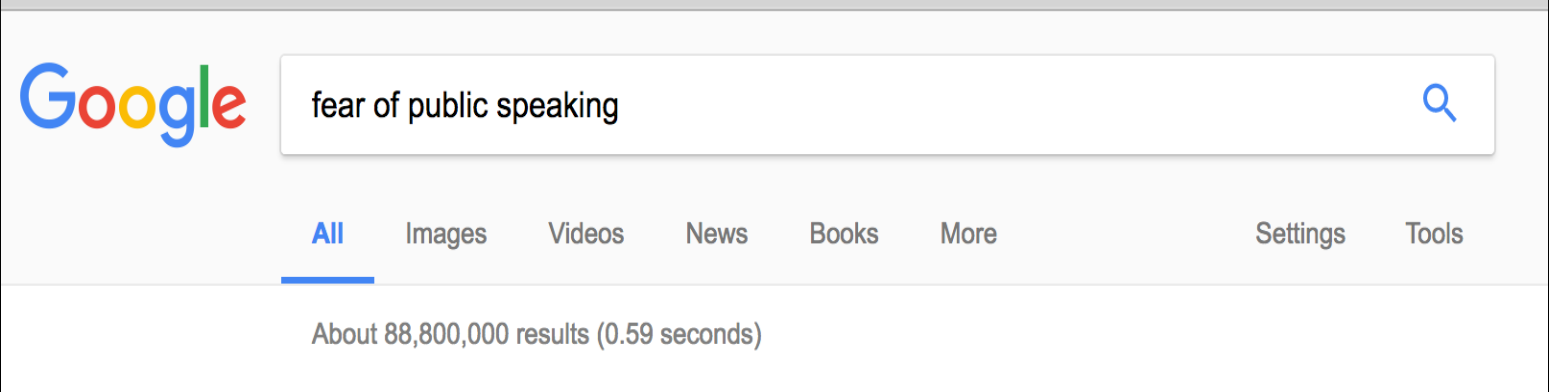
# FEAR OF PUBLIC SPEAKING

“According to most studies, people's number one fear is public speaking. Number two is death. Death is number two. Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy.”

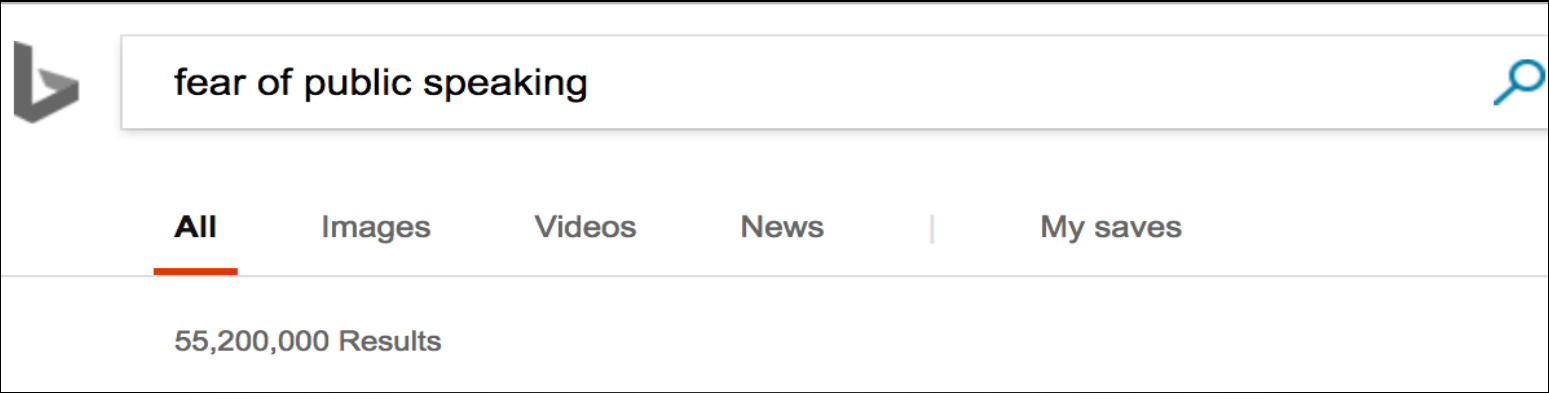
Jerry Sienfield, American comedian

---

# FEAR OF PUBLIC SPEAKING



Google search interface showing the query "fear of public speaking". The search bar contains the text "fear of public speaking" and a magnifying glass icon. Below the search bar are navigation tabs: "All" (selected), "Images", "Videos", "News", "Books", "More", "Settings", and "Tools". The search results summary indicates "About 88,800,000 results (0.59 seconds)".



Bing search interface showing the query "fear of public speaking". The search bar contains the text "fear of public speaking" and a magnifying glass icon. Below the search bar are navigation tabs: "All" (selected), "Images", "Videos", "News", and "My saves". The search results summary indicates "55,200,000 Results".

## TODAY'S GOALS

- Strategies for becoming a better speaker
  - Strategies for effective presentations
  - Strategies for calming nerves
  - Hints for dealing with the media
-

# MARGARET THATCHER: BEFORE AND AFTER



# SPEAKING

- Speakers are not born
- You have to learn
- Core set of skills
- Study
- Practice
- Experience



## A QUESTION

WHEN YOU ARE PREPARING A TALK, WHAT IS THE SINGLE MOST IMPORTANT THING TO KEEP IN MIND?

---



## KEY QUESTIONS

- What is your topic?
  - Who is your audience?
  - What is the specific purpose?
  - What are your time constraints?
  - Will you be using visual aids?
-

THE KEY QUESTION:  
UNDERSTAND AND DEFINE THE PURPOSE

- Inform
- Persuade
- Entertain
- Introduce
- Pay tribute



# UNDERSTAND AND DEFINE THE PURPOSE

What do I want the audience to...

- Do
  - Think
  - Feel
  - Say
  - What is the behavioral or perceptual change I want my presentation to make?
-

## DETERMINE ULTIMATE GOAL

- “When I have finished speaking, my audience will ...”  
Finish with an active verb
  - What’s the one big idea you are trying to get across?
  - Can you explain it in 140 characters - the length of a Tweet?
-

# MACBOOK AIR

We are really excited to:

- introduce a really thin, lightweight, portable computer
  - with a 13-inch wide-screen display.
  - a backlit keyboard.
  - and a powerful Intel processor.
-

The world's thinnest notebook



## AN EXERCISE: TARGETING AN AUDIENCE

- Break into small groups
  - After discussion and brainstorming
  - Each group must come up with either a one-minute “elevator pitch” and/or a Tweet that says something important about their organization/location/market
-

# THE TARGET AUDIENCE

- Investors/banks
  - Employees/sales staff
  - Government officials
  - Journalists/the general public
-



# STRUCTURE OF A TALK

- Introduction: Tell what you are going to say
  - Main body: Say it
  - Conclusion: Tell what you said
-

# A TOOL FOR ORGANIZING TALK

- List the title
  - Write a one-sentence description of the purpose
  - List 10-15 talking points, ideas, phrases, statistics, examples, illustrations
  - Go through the list and identify three most important points
-

# A TOOL FOR ORGANIZING A TALK

- Organize these points in the order you will cover them
  - State key thought at start of each point
  - State 1-2 reasons for holding this view
  - Give 1-2 examples or data points to back up your argument
  - Summarize first point again
-

# A TOOL FOR ORGANIZING A TALK

- Key point
  - Reasons
  - Example
  - Restate key point
-

# THE INTRODUCTION



# THE INTRODUCTION

You have a few seconds in your introduction to convince audience:

- You will not waste their time
  - You are well organized
  - You know your subject
  - You know who they are
-

# THE INTRODUCTION

- Arouse the curiosity and interest of audience
  - Introduce the topic and give a sense of its significance
  - Establish rapport
  - Establish credibility
-

AN OPENING STATEMENT

JAMIE OLIVER

**TED**Prize

One wish to change the world

[tedprize.org](http://tedprize.org)



# AN OPENING STATEMENT

## JAMIE OLIVER

“Sadly, in the next 18 minutes when I do our chat, four Americans that are alive will be dead through the food that they eat.

My name's Jamie Oliver. I'm 34 years old. I'm from Essex in England and for the last seven years I've worked fairly tirelessly to save lives in my own way. I'm not a doctor; I'm a chef, I don't have expensive equipment or medicine. I use information, education.”

---

# THE INTRODUCTION

- Can make a statement- preferably a jaw-dropping one –to startle and engage the audience

# AN INTRODUCTION

## STAN GRANT



## STAN GRANT SPEECH

“In the winter of 2015, Australia turned to face itself. It looked into its soul and it had to ask this question. Who are we? What sort of country do we want to be?”

---

# THE INTRODUCTION

- Can ask a question to make people think
-

REQUESTING A SHOW OF HANDS  
JAMIE OLIVER



# THE INTRODUCTION

- Can request a show of hands to solicit audience participation

# HUMOR





# HUMOR

- Laughter is a shared experience
  - Can put speaker and audience at ease
  - But does not always work
  - Can fall flat or have opposite effect
  - If you poke fun at someone, let it be yourself
-

## HUMOR: J.K. ROWLING AT HARVARD



# THE MAIN BODY

## THE MAIN BODY

- Where main points and ideas are developed and the message is supported
  - Sub-points supply more specific material that flesh out these claims
  - Need a limited number of main ideas
-

# STORIES

- Put a human face on the topic
  - Helps to connect with people emotionally
  - Stories in books, TV, or film have heroes and villains and a dramatic ending
-

# THREE KINDS OF STORIES

- Personal
  - Other people
  - The brand
-

# A PERSONAL STORY



## STORY LINKING PERSONAL TO OTHERS





## STORIES ABOUT OTHER PEOPLE



# STORIES ABOUT A BRAND



# STORIES

- The villain is the challenge facing the business
  - The protagonist (brand/hero) rises to meet challenge
  - Finally, the ordinary people (customers) are freed from the villain
  - Everyone lives happily ever after
-

## EXERCISE

- Come up with a story from your own personal or work experience that highlights a point about your business you would like to share with a wider audience.

## THE MAIN BODY

- Need facts, figures
  - Use statistics with moderation
  - Too many will leave the audience confused
-

# USING FIGURES

## SHERYL SANDBERG



## USING FIGURES

### SHERYL SANDBERG

- 190 Heads of state. Nine are women
  - Of all the people in parliament in the world, 13% are women.
  - In the corporate sector, women at the top...tops out at 15-16%
  - Even in the non-profit world...women at the top...20%.
-

# USING FIGURES

## BONO ON POVERTY





## USING FIGURES

### BONO

- Eight million more Aids patients getting anti-retroviral drugs
  - Eight countries reduced death rates by 75%
  - Child mortality down by 2.65 million death a year
  - 7256 children's lives saved each day
-

# CONCLUSION

- Let audience know you are ending
- Reinforce your central themes
- Put in context of the big picture
- Provide closure



## CONCLUSION CAN INCLUDE

- A summary of key ideas
  - A prediction
  - A quotation, either emotional or factual
  - An anecdote or rhetorical question
  - A challenge to the audience
  - A call to action
-

## CONCLUSION: J.K. ROWLING AT HARVARD



## A CALL TO ACTION: MALALA YOUSAFZAI



# RHETORICAL TOOLS



## THE RULE OF THREE - TRICOLON

the Rule of 3

# THE RULE OF THREE

A principle that says that concepts or ideas presented in threes are:

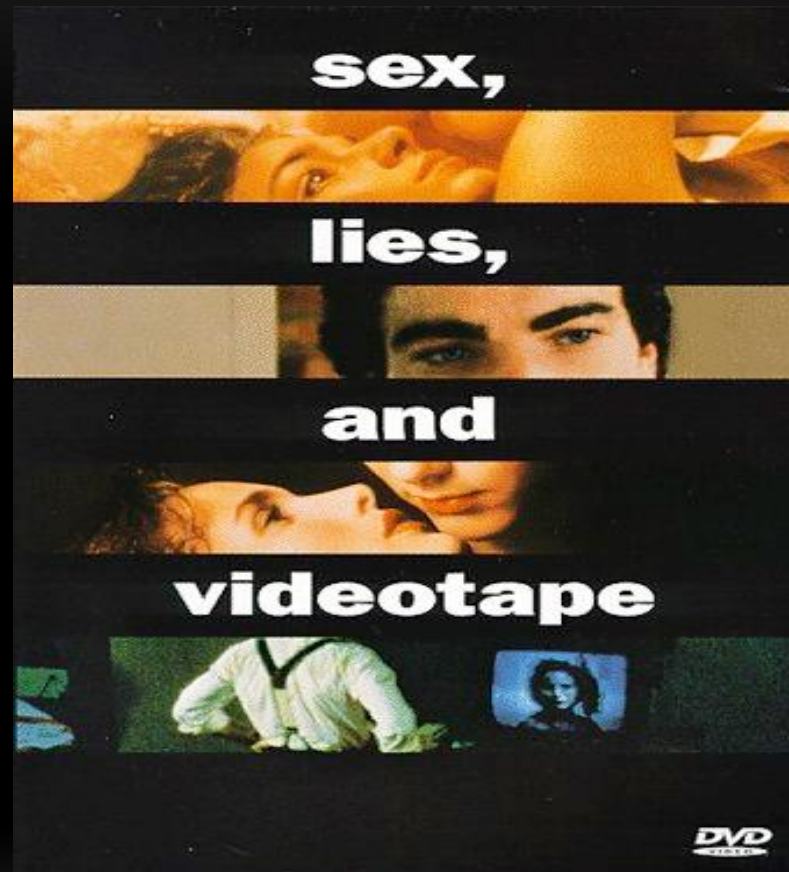
- More interesting
  - More effective
  - More memorable
-



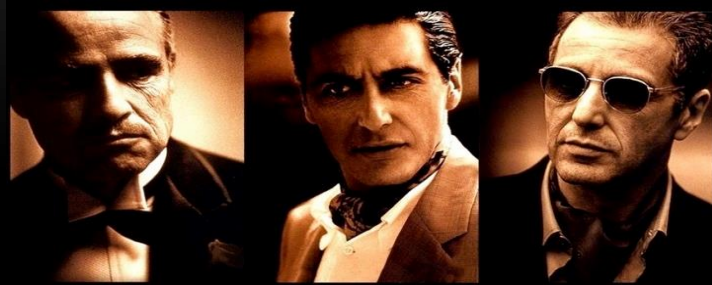
# THE RULE OF THREE



# THE RULE OF THREE



# THE RULE OF THREE

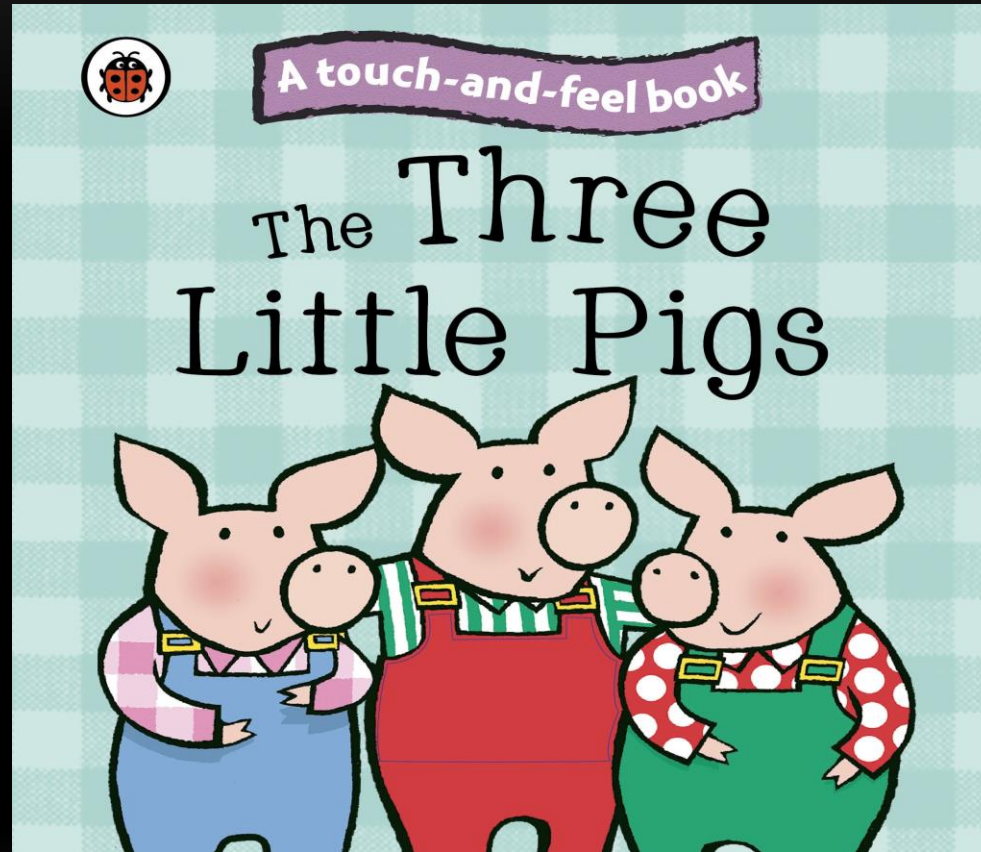


Francis Ford Coppola's  
**The Godfather**  
TRILOGY

# THE RULE OF THREE



# THE RULE OF THREE







iPod

Phone

Internet

GIZMODO



# AL GORE –RULE OF THREE



RECORDED AT **TED**

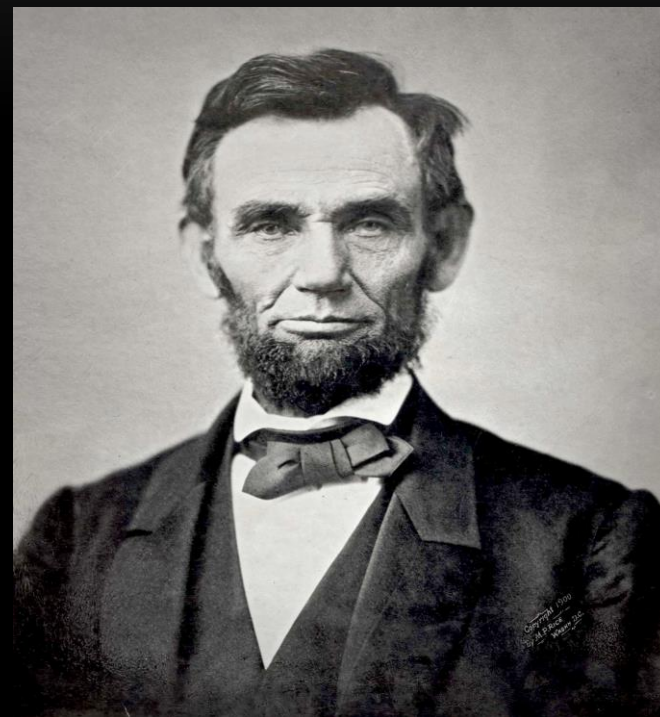
# JULIUS CAESAR—SHAKESPEARE





## ABRAHAM LINCOLN—GETTYSBURG ADDRESS

“Government of the  
people, by the people, for  
the people”



## THE RULE OF THREE—MALALA YOUSAFZAI



## Repetition–Anaphora

THE REPETITION OF A WORD OR PHRASE AT THE BEGINNING OF SUCCESSIVE PHRASES, CLAUSES OR LINES.

---

# WINSTON CHURCHILL



## REPETITION

"We shall go on to the end. We shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills. We shall never surrender."



# IPHONE ROLLOUT

## STEVE JOBS



# BREATHING AND DICTION



## SOME WARM UP EXERCISES





# WARMUP EXERCISES

- Yawn
  - Say “Aaaah” as you would at the doctor. Hold for 5 count. Do 5 times
  - Move you jaw from side to side.
  - Pretend like you are chewing gum using your upper and lower muscles
  - Rotate your head to the right ten times
  - Rotate your head to the left ten times
  - Hunch your shoulders, hold for 5 count, relax
-

# THE ART OF SPEAKING

- Speaking is different from writing
- More spontaneous and less formal
- More interactive
- View the presentation as a conversation



# THE ART OF SPEAKING

- Simple, direct, short
  - Use everyday language
  - Use one idea to a sentence
  - Avoid difficult words which can create confusion
  - Avoid using technical terms
  - Avoid doublespeak
-

# THE ART OF SPEAKING

- Tone: the emotional content carried by our voices
  - Volume: loudness and softness
  - Rate: the speed at which you speak
-

## EXERCISE FOR TONE

- Say “I love you” aloud in three different ways.
- Say “I was born in Australia” in five different ways

## EXERCISE FOR TONE

- I was born in Australia
  - I was born in Australia
  - I was born in Australia
  - I was born in Australia
  - I was born in Australia
-

## EXERCISE FOR TONE



# BODY LANGUAGE

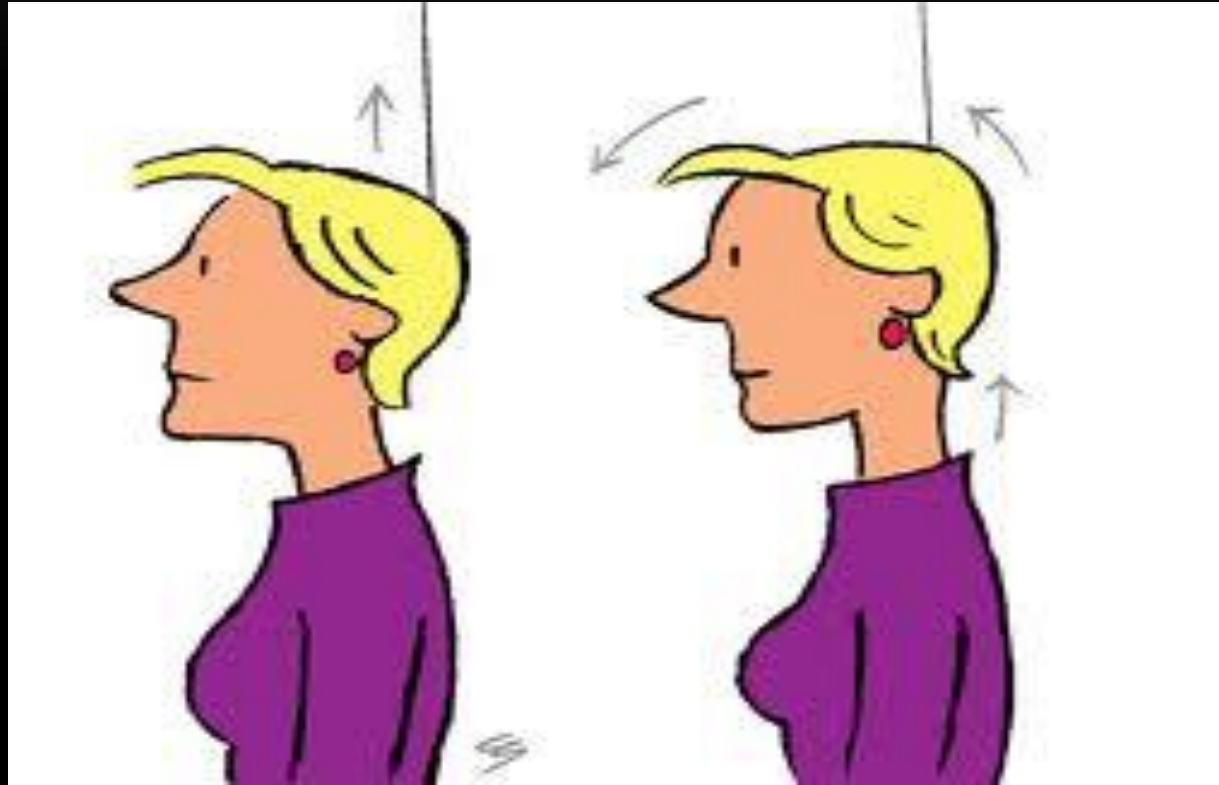




## TWO EXERCISES

- Grounding: Stand up. Plant your feet firmly on the floor and armpit width apart.
  - Exhale, then inhale: See how it makes you stand up
-

## AN EXERCISE



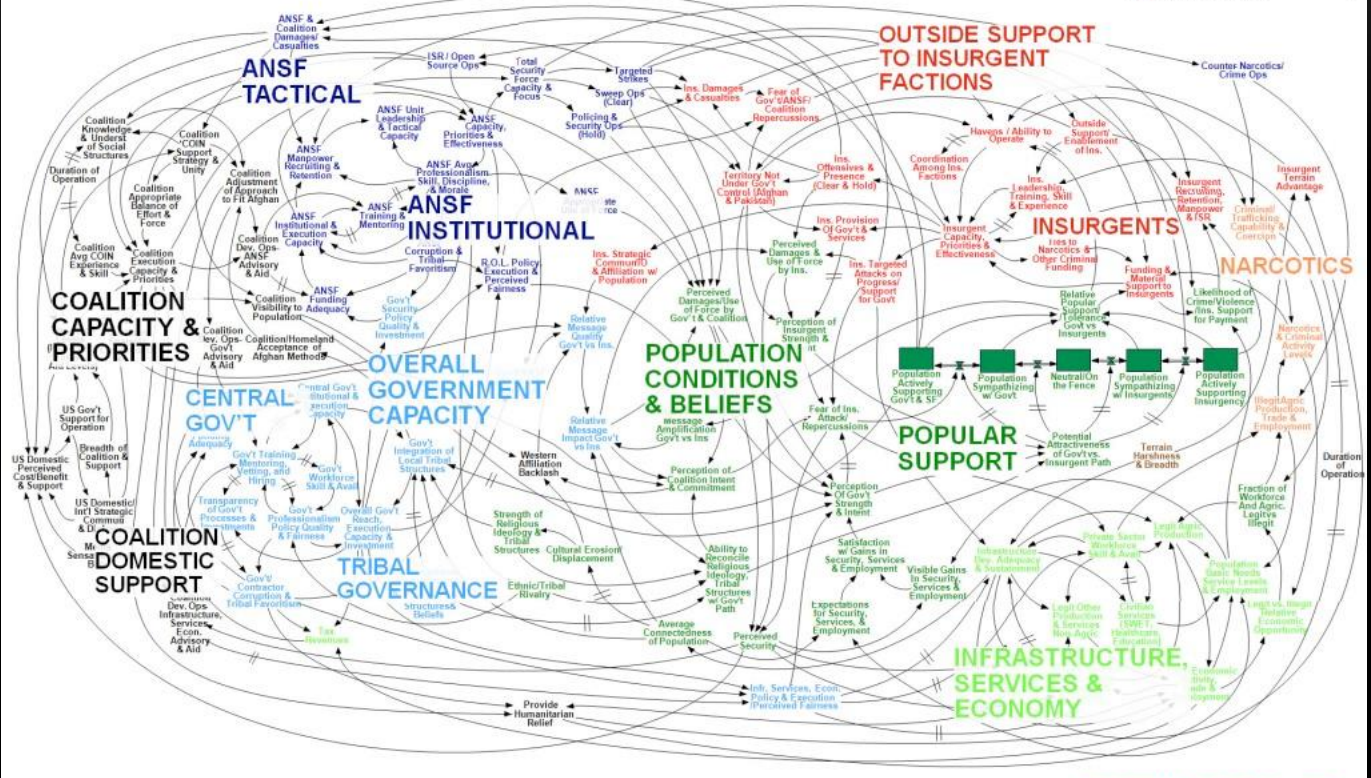
# POWERPOINTS

- Useful to illustrate, enhance, and reinforce
  - A visual tool
  - One point, keep it simple
  - Avoid too much information
  - Don't overcrowd with bullets and details
-

# Afghanistan Stability / COIN Dynamics

/// = Significant Delay

- Population/Popular Support
- Infrastructure, Economy, & Services
- Government
- Afghanistan Security Forces
- Insurgents
- Crime and Narcotics
- Coalition Forces & Actions
- Physical Environment



WORKING DRAFT - V3

A stage presentation with a large screen displaying '5M' and '58 songs every second'. A speaker is visible on the left side of the stage, and an audience is seated in the foreground. The stage is lit with blue lights, and the screen is the central focus.

# 5M

58 songs every second

# VISUAL AIDS

- Keep eye contact with audience
  - Don't turn your back to audience
  - Visual aid is for them, not you
-

## FEAR OF PUBLIC SPEAKING

“There are only two types of public speakers in the world. 1- The nervous, 2- The Liars”

Mark Twain





# FEAR OF PUBLIC SPEAKING

- Acknowledge your fear
- Act confident
- Channel nervous energy
- Know your material
- Familiarity with audience





## DEALING WITH NERVOUSNESS

- Do a sound check
  - Test the tech support
  - Warmup exercises
  - Drink no later than 30 minutes before you start
  - Avoid caffeine drinks
  - Visit the restroom!
-

## PRACTICE, PRACTICE, PRACTICE

- Write a draft and underline words and phrases to emphasize
  - Practice out loud
  - Record yourself
  - Discover awkward phrases
  - Listen for um's, ah's and other stumbles
  - Time the overall speech
  - Will reduce nervousness
-

## PRACTICE, PRACTICE, PRACTICE

- Record your self- on smartphone or computer
  - Assess which phrases sound good and which are awkward to listen to
  - Listen for um's, ah's and other stumbles
  - Time the overall speech
-



# DEALING WITH THE MEDIA

## DEALING WITH THE MEDIA

- Both a risk AND an opportunity
- Can be managed – with the right skills



## WHAT INTERESTS THE MEDIA?



## WHAT INTERESTS THE MEDIA?

SCALE: developments that affect  
large numbers of people

HEALTH

*Zika Virus a Global Health Emergency, W.H.O. Says*

---



## WHAT INTERESTS THE MEDIA?

**TIMELINESS:** how recently did the story break? Is it new?

ASIA PACIFIC

### *12 Die in Pakistan as Train Carrying Soldiers Falls Into Canal*

By SALMAN MASOOD JULY 2, 2015

Email

Share

Tweet

ISLAMABAD — At least 12 people were killed Thursday when four cars of a train carrying soldiers fell into a canal in eastern [Pakistan](#), military and government officials said. Rescue work was underway by the army and others, according to a military spokesman.





# WHAT INTERESTS THE MEDIA?

CONFLICT: conflict or conflict resolution are the basis for good drama

MIDDLE EAST 18

***ISIS Allies Target Hamas and Energize Gaza Extremists***

By DIAA HADID and MAJD AL WAHEIDI JUNE 30, 2015



ASIA PACIFIC

***U.S. Flies Over a Chinese Project at Sea, and Beijing Objects***

By HELENE COOPER and JANE PERLEZ MAY 22, 2015

## WHAT INTERESTS THE MEDIA?

HUMAN INTEREST: stories that are  
Tragic or unusual or emotive

### Indonesian tsunami survivor makes "dream" move to Sporting Lisbon

Martunis, 17, was found in a Portugal shirt after the 2004 disaster

 8K  520  0  7  8K  Email



## WHAT INTERESTS THE MEDIA?

CHANGE AND TRENDS: what's different today from yesterday,  
what will shape things tomorrow

START-UP INVESTING

### The Next Mark Zuckerberg Is Not Who You Might Think

JULY 2, 2015



Many people think they know what the founder of a tech start-up looks like: a 20-something man who spent his childhood playing on computers in his basement and who later dropped out of college to become a billionaire entrepreneur.



# WHAT INTERESTS THE MEDIA?

## Health

ASIA PACIFIC

*China Faces a Surge in Cardiovascular Disease, Study Finds*

To Your Health

Huge yellow fever vaccination campaign begins in Africa amid fears of global spread

Pokémon Go can boost health by making gamers exercise, says GP

## WHAT INTERESTS THE MEDIA?

- PROXIMITY: issues or events that resonate with local audiences

**Un jour à Rio : pluie d'argent et de bronze pour les Français**

OLYMPIC GAMES

**Gold rush** | Team GB celebrate most successful away Olympics after latest Rio 2016 medal flurry in cycling, sailing, diving and gymnastics

Olympics: Singapore comes to standstill to watch swimmer Joseph Schooling make history

# WHAT INTERESTS THE MEDIA?

PROMINENCE: events that involve well-known companies or individuals



# WHAT INTERESTS THE MEDIA?

MONEY: news that will help make money or avoid losing it

INTERNATIONAL BUSINESS

## *China's Stock Market Plunges*

By DAVID BARBOZA JUNE 26, 2015

Oil

Saudi Arabia once again has oil traders hanging on every word

Saudi Arabia offers a reminder that well-chosen words can move the oil market

2 HOURS AGO

INTERNATIONAL BUSINESS

## *Greece's Debt Crisis Explained*

By THE NEW YORK TIMES UPDATED July 2, 2015



## WHAT INTERESTS THE MEDIA

EXCLUSIVITY: exclusivity helps the media offer unique, distinctive content



### **CNN Exclusive: First charges filed in Mueller investigation**

By Pamela Brown, Evan Perez and Shimon Prokupecz, CNN | Posted Oct 27th, 2017 @ 6:48pm



## WHAT THE JOURNALIST NEEDS: A GOOD STORY

- Ideally, a good story has: compelling characters, tension or conflict, change, controversy, drama
  - A good feature story must be...interesting, informative, creative
  - Needs to be relevant and move the story forward
  - The story “angle” and “elements” should play to the desired medium
  - Journalists are looking for the “wow” factor
-

# THE “WOW” FACTOR

World news Panama Papers

## The Panama Papers: how the world's rich and famous hide their money offshore

Guardian analysis of leaked papers will show how influential people including heads of government have exploited tax havens

The hidden wealth of some of the world's most prominent leaders, politicians and celebrities has been revealed by an unprecedented leak of millions of documents that show the myriad ways in which the rich can exploit secretive offshore tax regimes.

The Guardian, working with global partners, will set out details from the first tranche of what are being called “[the Panama Papers](#)”. Journalists from more than 80 countries have been reviewing 11.5m files leaked from the database of Mossack Fonseca, the world's fourth biggest offshore law firm.

# THE “WOW” FACTOR



EXERCISE: USING THESE CRITERIA, COME UP WITH A STORY IDEA ABOUT EITHER YOUR LOCATION OR AN ISSUE IMPORTANT TO YOUR WORK.

- Scale
  - Timeliness
  - Conflict
  - Power
  - Mone
  - Change and Trends
  - Health
  - Human Interest
  - Prominence
  - Proximity
-

# EXERCISE: WHAT'S THE HEADLINE?

Friday, July 3, 2009 METRO 4

## A nation mourns as twins are found drugged to death in a seedy hotel

# Wrestling midgets are killed by fake hookers

By Aidan Radnedge

THE world of Mexican midget wrestling is in mourning after two of its most famous stars were apparently poisoned by fake prostitutes, others in an attack. Alberto and Alejandro Perez were found dead in hotel rooms after being drugged and robbed. The women who spiked the men's drinks are thought to be members of an organized gang who pose as prostitutes to attract victims. They normally just knock their victims but the dose was too much for Alberto and Alejandro - aka Spectro II.

La Parkita fought at the WWF Royal Rumble showpiece events in 1997 and 1998 in a tag team alongside Lucha Mini legend and Hollywood actor Mascara Sagrada. At the 1997 Royal Rumble, he faced - and beat - a tag team featuring his brother, who was fighting under the name Mini Maskini. Alejandro also fought at WWF events using the alias 'Tarantula'. But it seems their wrestling careers were the last thing on their minds on Sunday night.

The brothers picked up the two women after finishing a TV fight show and took them to a hotel, according to police in Mexico City.

But while preparing for their 'bouts' they appear to have had their alcoholic drinks spiked before being robbed.

The pair were found by cleaners at the hotel on Monday. Tests suggested they had not had sex with the women. It is thought their size made them more vulnerable to the drugs the women put in their drinks.

Police suspect a gang known as The Leak or The Dogs was involved in the incident and said 20 people were arrested for similar crimes last year.

Last night, there were conflicting reports as to whether the 'prostitutes' had been arrested.



Poisoned: Espectrito II

WIN A 50G FORTUNE TODAY!

# NEW YORK POST

METRO TODAY'S RACING

TV Billings P. 183

# HEADLESS BODY IN TOPLESS BAR



Gunman forces woman to decapitate tavern owner

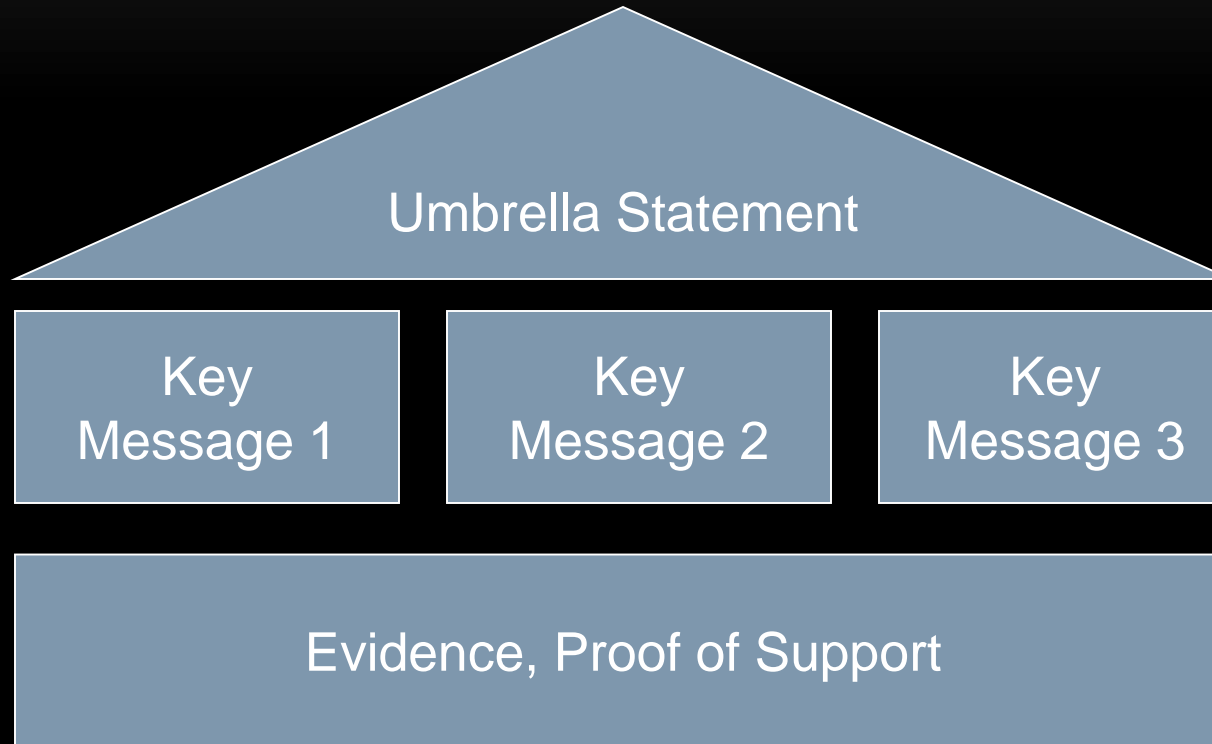
PAGE TWO

SENATE OKAYS PREZ'S PICK FOR ARMS CONTROL

PAGE FIVE

Koch plans to

# The “Message House”

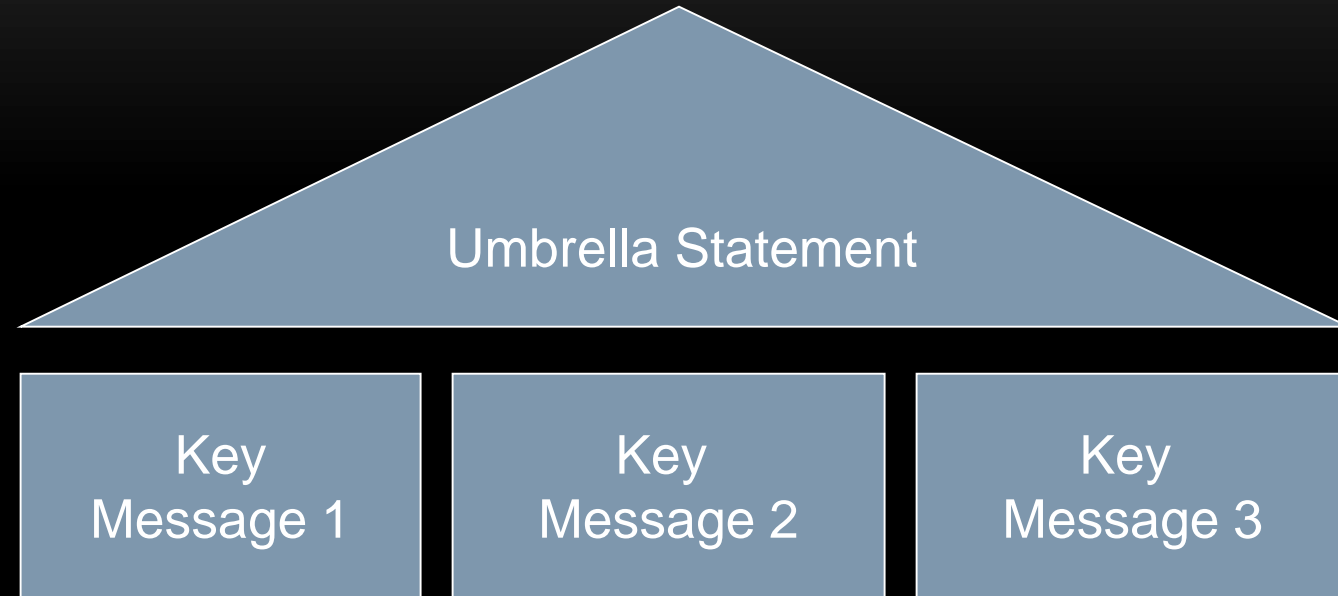


# The Key Message



- The most important message – the big idea - that you want the audience to remember ...even after they've forgotten everything.
- The “so what” factor

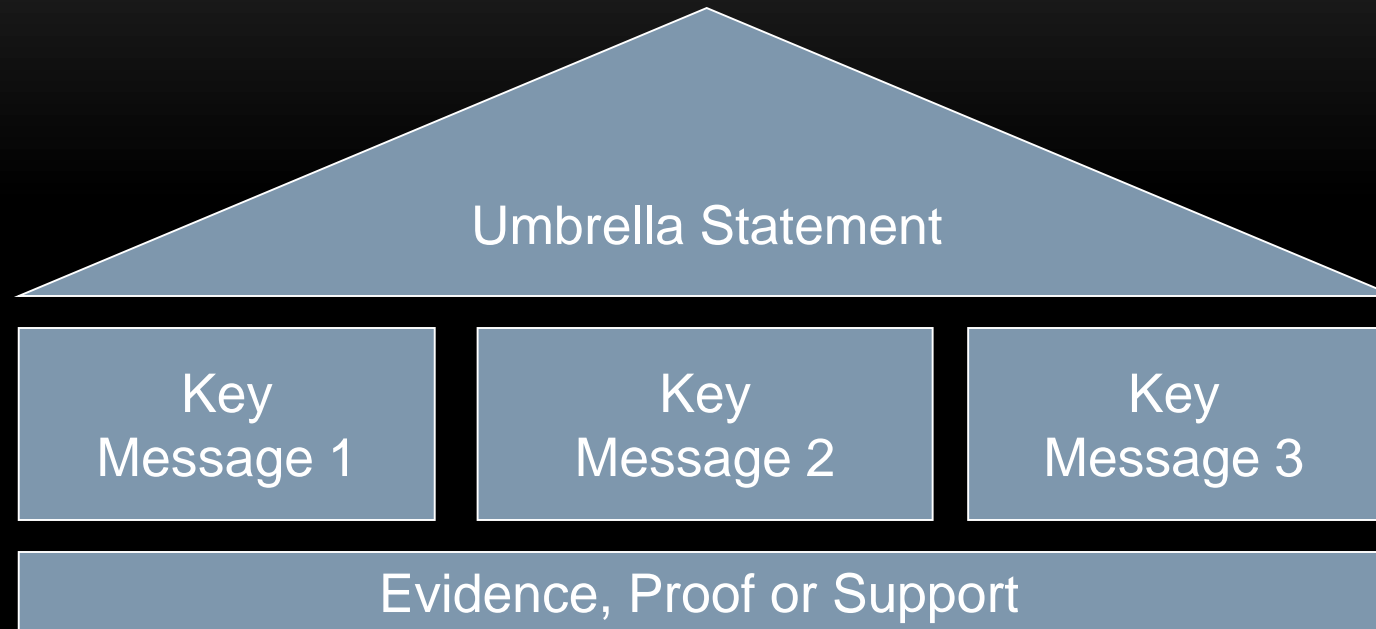
# CORE MESSAGE



- Three supporting messages that substantiate the overall message
- Provides “body” to your communication



# Evidence, proof or support



- What is needed to add depth to the supporting messages
- The who, when and how
- Facts, figures, personal experience or anecdotes

One of the most business-friendly  
cities in Europe

Low operating costs  
and taxes

Well-educated and  
highly skilled  
workforce

Advanced  
infrastructure

- 30% cheaper than other UK and most EU cities
- Local gov't aiming to reduce corporation tax

- Top-class universities
- Almost 40% of workforce educated to degree level

- Super-fast fiber net
- Over 200 flights a week to London
- Quality of life

## WHAT IS INTERESTING/IMPORTANT TO:

- You, your organization, and/or your issue
  - The journalist
  - The audience
  - Look for overlap
-

# HOMWORK EXERCISE

- Design a message house in response to the question:
  - What is the single most important thing [choose your audience] should know about your investment location?
  - Use the message house to answer in no more than 45 seconds
-

# MIKE CHINOY MEDIA AND PUBLIC SPEAKING TRAINING

MIKECHINOY@GMAIL.COM

- Practice crafting and delivering talks
  - Videotaping and critique
  - How to speak in pithy quotes and soundbites
  - How to handle difficult or embarrassing questions
  - How journalists use social media
  - Dealing with the media in a crisis situation
  - How to speak into microphone and in front of a camera
  - Practice on camera interviews
-