

Storytelling Highlights- Julie Scardina

Stories affect how your audience feels, turning emotion into opportunities to connect with the storyteller and their message.

Stories should be:

- **Specific**, with vivid details utilizing the senses – touch, taste, sight, sound, and smell.
- **Vulnerable**, admit mistakes or struggle and how you overcame them.
- **Motivating**, inspiring others to action.
- **Actionable**; ensure there's a point to your story and that you make the meaning clear enough.

As you create your story, ensure you know your:

- **Objective**; what are you trying to achieve (raise awareness, dollars, pass legislation, etc.)?
- **Audience**; consider who are you reaching out to, what method are you using (visual, in-person, recorded), and how your audience reacts.
- **Action** you want your audience to take (write a letter, make a donation, vote, etc.).

Interview Basics + Tips- Leigh Andrus



- **Send your name, organization, web & social channels in writing.**
- **Research the media outlet.**
- **Decide your goal/purpose for the interview.**
- **Know what you want to say & practice it!**
- **Keep control of the interview as the subject expert.**

Podcast Best Practices- Lisa Moody

- **Do** develop a concept that supports your mission, goals, values, brand, and audience.
- **Do** know your goals and objectives inside and out with your overall podcast and your guest. Know what you need and want to get from the interview.
- **Do** stick to your format.
- **Do** be mindful of the types of questions you ask and craft your outline to get the best possible responses.
- **Do** listen carefully and do feel free to go off-script. Be flexible.
- **Do** start the interview with small talk to build rapport and put your guest at ease.
- **Do** be confident, warm, and look at your subject. Glance at your notes but maintain eye contact like you would in a conversation.
- **Do** prepare well for the interview. Do background research on your guest, their company, the topic, etc.
- **Do** keep your guest on topic. If they drift off or go on forever, be confident to redirect the conversation back to your subject.
- **Do** be respectful. If your guest really doesn't want to talk about something, move on.
- **Do** tie-in your podcasts with all of your campaigns and communications. They should integrate well.
- **Do** incorporate your podcasts into your marketing/communications plan and schedule.
- **Do** have fun! Remember this is audio, so your attitude, your energy, even your smile will translate on-air.