

WHO WILL BE COMMON GROUND'S SPOKESPERSON?

SOURCE
#8



Common Ground Community Center has a great opportunity. We get to tell thousands of people about our new projects. It is very important that the spokesperson knows how to show what a wonderful place we are.

“You can speak well if your tongue can deliver the message of your heart.” (John Ford, film director, 1894-1973)

COMMUNICATING WITH AN INTERVIEWER

- Don't stop talking. Even if your interviewer is speaking at the time, tell him or her whatever you're thinking.
- Be sure to answer only the question the interviewer asks.
- Be direct and specific.
- If you don't know the answer to a question, tell the interviewer you'll find out and get back to him or her.
- Try to answer questions with short, clear answers -- don't go on and on.

Cut out the first one, because a spokesperson, or anyone else, should never speak over someone who's talking.

HAVING THE RIGHT CHARACTER TRAITS

- well-spoken -- describes someone who speaks politely and with ease
- caring -- describes someone who shows real concern for our clients
- trustworthy -- describes someone who is honest and reliable
- lighthearted -- describes someone who is cheerful and free from care

Spokespeople often have to talk about serious problems, so being lighthearted all the time is not a good trait.

USING GOOD BODY LANGUAGE

Body language is how a person expresses him- or herself through movement. Our spokesperson will need to use positive body language.

- Look directly at your interviewer. This will let him or her know that you're paying close attention.
- Lean toward your interviewer to show interest.
- Nod to show that you understand a question and are prepared to answer it.

Sit comfortably in the chair so you look relaxed and ready to answer questions.



How Our Spokesperson Should Greet Interviewer

PREDICTING INTERVIEW QUESTIONS

It helps spokespeople to try to figure out, in advance, the questions an interviewer is likely to ask. That way they can prepare their answers.

- How has the Center had to change its priorities because of the storm?
- What has the Center done to help the community begin to rebuild?
- How can people donate food, clothes, or supplies to the Center?

What is the first thing people should do if they want to volunteer at the Center?

OTHER TIPS

- You may want to repeat or rephrase important information during the interview.
- When you answer a question, start with the most important information.

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