



How to involve local spokespersons

Identifying a single spokesperson helps the public put a “face” on the issue of child abuse and neglect.

A fundamental step for involving the media and generating local support is to identify and train representatives to conduct media interviews and speaking engagements during Child Abuse Prevention Month and throughout the year.

Implementation

1. Select a spokesperson. Ideally, this is the person at your organization or in your community who is most knowledgeable about child abuse prevention issues. However, people are often occupied with other commitments, so be sure to prepare backup spokespersons so that no speaking opportunity is missed.
 - The person should have some public speaking experience and, preferably, experience working with the media.
 - The person should have a working knowledge about issues related to child abuse prevention.
 - The person should be able to handle non-scripted responses.
2. Prepare your spokesperson. Make sure he or she is ready for any questions they may be asked.
 - The person should be given general information about child abuse prevention.
 - The person should have answers to questions about your state’s prevention efforts and local activities and involvement.
 - The person should be given a press kit for reference. This kit should include talking points, which are a single page of bulleted messages that the spokesperson should mention. For sample talking points, see the page under “Media and Marketing.”