

Key Messages and Talking Points

Key Messages

- List the key, overarching messages you want to communicate in your interview.
- You should have up to three key messages—you are unlikely to have more time in your interview to communicate more than this.

Proactive Talking Points

Subheading (if needed)

- List all of the things you would like to say in your interview. It is unlikely you'll be able to cover them all, but having them written down helps to clear your mind.
- These should be based on the key messages you've listed above, and focus on addressing the finer details that aren't covered in the key messages.
- Keep in mind that it is unlikely your spokesperson will be able to read from your key messages/talking points document, so try to keep it as succinct and clear as possible.

Reactive Talking Points

Subheading (if needed)

- In most cases, journalists will have questions for your spokesperson.
- Read over your key messages and talking points, and consider what questions could be asked:
 - have there been any problems with your kaupapa?
 - has there already been some negative coverage of your kaupapa you may need to respond to?
- Provide agreed responses to these potential questions.
- Both your proactive and reactive talking points should be developed with feedback from your spokesperson, to ensure they are messages they are comfortable delivering.
- Depending on who your spokesperson is, these should also be approved by your Chief Executive/Board, if applicable.