

# Political Campaign Training Manual for the Empowerment of Women In Mauritius



**The Republic of Mauritius  
Ministry of Gender Equality, Child Development  
and Family Welfare**



**WOMEN'S DEMOCRACY NETWORK**





*Embassy of the United States of America*

*Port Louis, Mauritius*

It gives me great satisfaction to welcome you to this political campaign training program for women candidates. The United States Embassy in Mauritius is pleased to co-host this important program with the Republic of Mauritius Ministry of Gender Equality, Child Development and Family Welfare.

It is in the mutual interest of the United States and Mauritius to encourage and train women as candidates for political office. A growing body of evidence shows that women bring a range of unique experiences and contributions in decision-making on matters of peace and security that lead to improved outcomes in conflict prevention and resolution. Engaging women as political and social actors can alter policy choices and make institutions more representative and better performing.

The United States has a long way to go to achieve equality of representation by women in policy making positions, but my country is making efforts to move in that direction. Mauritius is also making extraordinary commitments to significantly increase participation by women in the political life of the nation with recent legislative action to protect equal opportunities, and a local government bill requiring greater participation by women as political candidates.

This training program is directed at the candidate taking her first steps toward electoral success. The practical modules are intended to introduce the first-time candidate to important campaign skills, while the speakers and panelists provide context and inspiration for taking on this new challenge. We believe these activities will serve as foundations for a successful political campaign and a satisfying life of civic involvement.

Please know that your involvement in the political and governance process is honored and appreciated. By accepting these responsibilities, you are moving our world in the direction of better government, better communities, and better lives for our children and families. Best wishes to you in this noble endeavor.

Sincerely,

A handwritten signature in black ink, appearing to read "Troy D. Fitrell".

Troy D. Fitrell  
Chargé d'Affaires

## **Acknowledgments**

There are many persons and entities whose work on this project has made the Women's Political Campaign Training possible. The U.S. Embassy of Port Louis and the Republic of Mauritius Ministry of Gender Equality, Child Development and Family Welfare would like to specially thank the National Democratic Institute, the International Republican Institute and the Women's Democracy Network for their generosity in supplying the content for this project.

Also, the staff and interns of the Embassy as well as the staff of the Ministry have made substantial contributions to the success of this endeavor.

The work of these persons and entities has been devoted to a single purpose: to enhance and expand the participation of women in politics and public service in Mauritius. The real acknowledgments, therefore, are to those who use the information and inspiration of this training to make their nation and community a better place in the future.

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# **Section A**

## **Strategic Planning**

## Campaign Plan Checklist

The first step in getting ready to run is to outline your Campaign Plan.

A Campaign Plan is an overall guide that will assist you with planning out what you need to do over the course of the campaign. Having a campaign plan is especially important in Morocco, where the campaign period is very short. Your campaign plan will assist you with making the most of the only resource you cannot get more of: Time.

The theory behind campaigns is simple: Get enough votes to ensure you win.

The actual practice of how to do that is a bit more complicated.

Campaigns can be broken down into three different phases: Logistics and Planning; Issues, Message, and Communications; and Strategy and Campaign Mechanics – how a campaign actually works.

### **I. Logistics and Planning**

- 1. Set your Objectives
- 2. Make a list of your resources
- 3. Build Your Campaign Team
- 4. Get your name on a list, or submit your papers to run as an independent

### **II. Issues, Message and Communications**

- 5. Identify the Issues
- 6. Develop your Main Message

### **III. Strategy and Campaign Mechanics**

- 7. Determine your Targeted Voters
- 8. Identify your supporters and your voters (Voter Identification)
- 9. Get Out The Vote

## **Step 1: Determining Your Objective**

### **Objective: To win**

How many voters are in my area?

Population of my town: \_\_\_\_\_

\_\_\_\_\_

How many votes will I need to win?

\_\_\_\_\_

Where is the lowest I can be on the list and still win?

You should think of yourself as a way to push the list numbers up. The harder you campaign, the more voters will check your party's name on the ballot because they will want you to be elected. Therefore, it is the job of every candidate on a party list to campaign as hard as he or she can.

## **2. Make a List of Your Resources**

Each campaign has four main resources: **Message, Money, Manpower, and Time.**

The first three resources are not always equal to each campaign. The last one, Time, is the only resource that is equal to all campaigns.

The campaign that manages its resources the most effectively usually is a campaign that runs the most efficiently. Effective resource management is a secret used by great candidates to better position themselves against their opponents.

At every step of the campaign, it is useful to ask yourself: Am I using my resources strategically?

### **A. Message**

What is a Message?

A Message is the main idea that you want people to remember as to why they should vote for you. You want voters to remember your message and associate it with you as a candidate on election day.

Studies show that voters are more likely to vote for someone if they can remember their name and if they associate that name with a particular reason or slogan that inspires them to vote.

There is more on developing your Message in part 6.



Step 2: Decide who you want to be your campaign manager. It is actually usually best to do this before the first campaign team meeting. That way, any conflicts are resolved by the campaign manager, and not by the candidate (who still needs volunteers and supporters!).

Things to look for in a Campaign Manager:

- ✔ Able to commit large amounts of time and energy to your campaign
- ✔ Someone you know and trust
- ✔ Ideally has worked on a campaign before
- ✔ Intelligent, hard-working and believes in you as a candidate
- ✔ Has experience as a manager of many tasks or of people

Step 3. Hold a meeting of the people you identified who might be able to help with your campaign. You can use this as a sample agenda for your first ever campaign team meeting:

- I. Welcome and Explanation of Why I am Running
- II. Introduction of Campaign Manager
- III. Outlining of Different Positions on the Campaign Team and What These Positions Might Require in Terms of Time and Skills
- IV. Filling of Positions
- V. Thanks by Candidate
- VI. Time and Date Set for Next Meeting
- VII. Adjourn

### **Develop a Plan of Action for your Campaign Team**

An action plan is the road map for achieving each goal. This is the key step between planning and doing. The components of an action plan are:

- What: List all the different things that need to be done, step-by-step.
- When: Develop a timetable with specific dates for achieving each task. You may want to draw up a planning calendar to keep track of the dates.
- Who: Assign someone responsibility for getting each particular task done on time, and keep a record for accountability.
- Where: What's the most advantageous location for meetings, events, porte-a-porte, voter-identification, and other tasks? Where do you need to focus?
- How: Are there other available resources (e.g. community-based allies, materials from other sources, political party or civil society activists elsewhere in the community) that might be helpful?

### **Meet Regularly to Review Progress**

Schedule regular meetings to see how things are going, and to evaluate if your team is working well. Is everyone doing what he or she's supposed to be doing? Who needs help? How are things going? It is also vital to have regular meetings to share information. It is important to know what is going on with your campaign team.

## **5. Identify the Issues in Your Area**

As a candidate, it is very important for you to familiarize yourself with the issues people are facing in your area.

For anyone running as an independent, this is crucial to victory.

For those of you who are running as part of a party slate, it is important to read your party's platform, and identify what they say about the large issues in your area.

There are several different classifications of issues:

- a. Large Issues: that effect a lot of people
- b. Secondary Issues: that effect people in a localized or smaller area, but are seen to be very important in that localized or smaller area
- c. Pet-issues: these are issues that only some individuals care about, however, they care about them intensely.

The most successful way to approach your campaign is to focus on the large issues, and figure out if there are any smaller secondary issues that you can, realistically, promise to do anything about.

Larger issues affect more voters, and typically, are issues that voters care about the most.

Do not fall into the common trap of campaigning only to satisfy a few people's pet-issues. You will not reach a large number of voters this way, and the people pushing you on these issues can waste valuable time trying to make you promise something that may not be done (and often, may not be satisfactory to them as a solution).

**Step 1:** Identify Large Issues in your area

**Step 2:** Think of some ideas about how you can help, change, solve, or affect those issues in a positive way, but also in a realistic fashion, if you are elected, and check your party's platform to see if the party has a policy on that issue.

**Step 3:** Once you think of an initial idea, try to elaborate on it in simple terms without going into too much detail. Voters remember simple ideas and messages

*Campaign Rule: Whatever promise you make during a campaign must be realistic, credible, and achievable.*

Voters appreciate real ideas and real solutions, and can see through fake promises.



A Focus Group is a technique used when researchers take a small group of a cross section of people and gather feedback about things from them in an attempt to gather information. This is a technique used often in campaigns around the world, especially when it comes to message.

However, you can do a mini-version of a focus group yourself. Simply bring together a group of your friends, family, neighbors, and people you know to see which message they like the best and ask them why. You should do this ahead of the campaign.

Remember to make sure the message meets the requirements above.

### Communications – General Overview: The 10 Essentials of Effective Communication

#### **1. Know your audience.**

- Who are they?
- What message will they want to hear?

#### **2. Respect your audience and suspend judgments.**

- Sometimes people may want to disagree with you, and that's ok. Do not take it personally.
- Use language that shows you are listening to the audience and that you respect their opinions.
- "I understand where you are coming from"
- "Here's how we can come together on this issue"
- "I hear what you are saying about this, and I am making a note of it"
- "I respect your opinion on this issue. Clearly you have given this some thought"

#### **3. Know exactly what you want to achieve.**

- Communicate your message
- Repeat your message
- Have people remember your message

#### **4. Think and organize before you proceed.**

- Plan some talking points: Talking points are a short summary of what you want people to remember that you can refer to on a specific issue or question.
- If you are giving a speech, write it out ahead of time and decide how long you want to speak for, remembering the audiences get bored easily.
- If you are going to meet people in the Souk, be sure that you have someone with you to help you stay on time and on message.
- If you are doing a media interview, practice ahead of time. Have someone in your campaign team do a mock-interview with you, and if you find a question that you don't have a good answer for, you will have time to write one.
- Memorize your party platform



## **8. Voter Identification**

In the previous section, you made a list of groups of people who are most likely to support you. Now it is time to go out and get those people's information and find out where they are.

You will find in this handbook a copy of a voter identification list. The list is intended for you to make it easy for people to keep track of their supporters. You may photocopy this list as many times as you like for your campaign team to use.

Some methods of finding out who will vote for you include:

- Phoning people
- porte-a-porte
- Keeping track of people who contact your campaign for more information
- Asking people to sign-in and provide their information at your campaign events
- Giving out a pamphlet about your candidate that lists your campaign contact information so they can contact you.
- Talking to people at large events that you might be invited to, such as birthdays or weddings, and ensuring you get their contact information.

The two best ways to identify your supporters are to do porte-a-porte as a candidate or to have people from your campaign go for you or with you, and to spend time phoning people as well.

You will want to be sure to identify them with the following way on your Voter Identification List:

- Check the box under the number **1** if they are going to support you.
- Check the box under the number **2** if they are not sure, and be sure to get their contact information.
- Check the box under the number **3** if they are already committed to another candidate. Thank them politely and say you are happy that they are at least taking the time to be a part of the democratic process.

*Campaign Rule: Always ask for someone's contact information*

## **9. Get Out The Vote**

On Election Day, you want to try to ensure that you are getting as many people to vote for you as possible. This is why all the contact information as part of your voter identification process that you have just gathered is so important – it will save you the most precious resource just before it completely runs out: Time.

Just before Election Day, get out your voter identification contact sheets, and for everyone who is a 1 or a 2:

1. Have your volunteers help you to call the list of people and remind them where to vote and when the election day is. Ask volunteers to thank them for their support.
2. Have a small army of people ready to text message your supporters as well. This way, you save money on phone calls, and the message will stay in the phone, reminding the person to vote for you. Ask them to forward the message to their friends, and thank them for their support.
3. Email anyone who has an email address, reminding them where to vote and thanking them for their support.
4. If you have people who are willing to volunteer to take other people, you might want to try and arrange car-pooling to the polls for the elderly or people who have limited mobility.

The attached slides in the candidate handbook will also be very useful for you to follow. Since making sure people who say they will vote for you actually vote on election day, this is the most important part of your campaign.

### **Helpful Tips:**

- Make sure your volunteers know where people are supposed to go to vote in case they are asked.
- Remind people to bring necessary documents to the polls to vote
- Ensure people who vote for you know your party symbol
- Remember to always thank your volunteers, and supporters

On Election day, you likely won't be able to campaign. Make sure that you follow the rules in the electoral code regarding campaigning on our just around Election Day.

### **Important: Make sure every identified 1 and 2 vote on election day**

Remind everyone to bring some form of identification so they won't be turned away at the polls.

### **Last Action of the Campaign: Thank Everyone who helped and everyone who voted for you.**

**APPENDIX G: STRATEGIC CAMPAIGN PLAN TEMPLATE**

The following template is designed to help you pull all the information you have gathered together in one place and develop a comprehensive campaign plan. Much of the information should be compiled in the answers to the worksheets found within this manual.

**Step One: Research**

Briefly describe the Election Laws that will affect this election.

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Briefly describe the District in which you will be running.

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Briefly describe the Voters in the district.

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Briefly describe what has happened in past elections in this district.

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Briefly describe the factors that will influence this election.

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Briefly describe your Candidate.

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Briefly describe all the Viable Opponents.

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Step Two: Setting a Goal

The total population of the district is:

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The total number of voters is:

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Expected turnout in this election is:

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We will be guaranteed victory if you receive this many votes:

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We will have to communicate your message to this many homes in order to achieve this number of votes:

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Step Three: Targeting the Voters

Geographic Targeting

Based on past elections, your candidate can expect to do well in these parts of the district (our base area):

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Based on past elections, the opposition can expect to do well in these parts of the district (their base area):

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Based on past elections, the following areas of the district will be the swing areas where you will have to persuade the balance of the voters you need to win:

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Demographic Targeting

Our candidate can be considered to belong to the following demographic groups, which will be our base of support:

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These other demographic groups can be expected to support our candidate for the following reasons:

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All of these demographic groups make up the following percentage of the population:

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In real numbers, this is the following number of votes:

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We can expect to receive the following percentage of these votes:

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In real numbers, this is the following number of votes:

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If need be, you can also attract votes from the following collateral groups:

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Our opponents can expect to attract their votes primarily from the following demographic groups:

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**Voter Analysis**

Members of your target audience share the following Values:

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Members of your target audience share the following Attitudes:

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Members of your target audience share concerns about the following Issues:

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Members of your target audience share the same desire for the following Leadership Qualities:

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Step Four: The Campaign Message

The Message Box

What We Say About Us	What We Say About Them
What They Say About Us	What They Say About Them

The Campaign Message

The following is a one-minute statement that answers the question "why are you running for this office?"

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The Message Check

This message meets all of the criteria:

- Is it short?
- Is it truthful and credible?
- Is it persuasive and important to voters?
- Does it show contrast with your opponents?
- Is it clear and does it speak to the heart?
- Is it directed at your target audience?

Does the following support your message?

- The candidates biography
- Stories about the candidate
- The campaign slogan
- The campaign logo
- Endorsements
- The party message

Key Issues of the Electorate

The following are the most important issues to your target audience:

- 1.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 2.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 3.) \_\_\_\_\_  
\_\_\_\_\_

4.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Our campaign is best positioned to focus on the following issues and will relate them to the campaign message in the following way:

1.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Step Five: Voter Contact**

In general, we intend to communicate our message to the voters using the following methods:

<b>Demographic Group</b>	<b>Method to Reach Them</b>

The following are your specific voter contact goals which, when achieved, will guarantee victory.

Description of Activity 1 with a Quantifiable Goal:

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Description of Activity 2 with a Quantifiable Goal:

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Description of Activity 3 with a Quantifiable Goal:

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Description of Activity 4 with a Quantifiable Goal:

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Description of Activity 5 with a Quantifiable Goal:

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**Campaign Timeline**

The following is your campaign timeline, which outlines all of the activities the campaign intends to complete. Each activity is assigned a coordinator, the number of people needed to complete the task, and a cost.

Date	Activity	Coordinator and Volunteers	Expenses
Election Day			
One Week Before Election Day			
Two Weeks Before Election Day			
Three Weeks Before Election Day			
Four Weeks Before Election Day			

Date	Activity	Coordinator and	Expenses
Five Weeks Before Election Day			
Six Weeks Before Election Day			
Seven Weeks Before Election Day			
Eight Weeks Before Election Day			

Date	Activity	Coordinator and	Expenses
Three Months Before Election Day			
Four Months Before Election Day			
Five Months Before Election Day			
Six Months Before Election Day			



# **Section B**

## **Campaign Materials**

## DEVELOPING A MESSAGE

### PEOPLE'S VALUES DETERMINE HOW THEY SEE THE ISSUES

- Successful political speakers understand their objective is not strictly to inform or to implement. They must generate support of sufficient intensity so that people will actively support their objectives.
- The objective of the political candidate is to get people to become volunteers who will knock on doors, put a bumper sticker on their car, donate money or take the time to go to the poll and cast their votes favorably on Election Day.
- Political figures receive that type of support for two reasons. One is that the voters believe the candidate cares about the same things they do. The other is that they believe he or she has a unique quality.
- Candidates convey these notions by building an emotional connection with the voters. They do this by emphasizing shared values.
- Extensive research has shown there are ten values almost universally important to Americans. Since your audience will judge what you say in terms of these values, you must know, understand and utilize them in order to be successful.
- You must address people's feelings about their values to build an emotional connection. If you say something which conflicts with those personal values, people may not accept or support your objectives.

### MESSAGING TIPS

**Refine your message:** Take a reasoned stand on issues, Be clear and concise and credible.

**Stay on top of the issues:** Openly address current issues in a timely fashion.

## MESSAGE DEVELOPMENT

- People's values effect how they see issues
- Seek to understand the values and perspective of potential volunteers and voters
- Establish rapport by appealing to shared interests & values
- First choose a value all can agree on
- Build a message on the foundation of this value
- Identify most pressing issues/problems of the day
  - Limit your issues to 3 or 4
  - What are your resources? Polls, people, consultants
- Make these issues personal. State a problem in terms of how it specifically affects the audience.
  - Make the problem personal to you. Share specifically how the issue affects you.
  - Link the need for solutions to these issues locally and nationally
- Identify obstacles to solving the problem(s)
  - Identify flaws in the objections
  - Identify who exactly is supporting obstacles to problem and explain why they are incorrect
- Link the volunteer or activist's support of your solutions as a means of solving the problem(s)
- Offer your shared value as a solution (example: hope, freedom)
  - Link the value to the solution
  - Solution at the local/individual level
  - Solution at the national level
- A message must be believable
- Keep your message simple
- Show your solution as a vision for the future
- An opportunity to inspire, motivate and influence perspective

## TALKING POINTS PLUS

### The 3-Step Response Formula for Influencing Your Friends, Neighbors and Co-Workers

- Whenever you hear someone say something you disagree with and want to influence him/her to see the issue differently, try using this simple 3-step formula to craft a response which will be heard. Speak in a calm voice with sincerity. **Your voice is powerful.**

**STEP 1** A statement which agrees with some part of what you just heard, or – if there is nothing you can agree with – a neutral statement.

**Example:**

You hear: “Why bother to vote? Our politicians are all corrupt anyway!”  
You say: “We do have some corrupt politicians.”

**STEP 2** Present a contradicting fact or facts in a clear but non-abrasive way.

**Example:**

You continue: “What gets their attention is to know people are watching and voting.”

**STEP 3** Personalize.

**Example:** You continue: “I want to have my voice heard and my vote counted.”

These steps may overlap a little. That is ok. Just get it all in!

# Campaign Materials

## ***CREATING CAMPAIGN LITERATURE***

Many of the methods of voter contact rely on quality campaign literature to deliver the message. It is therefore important that your literature be as effective as possible at delivering this message. When creating literature for a political campaign you must remember that most voters will not read it as carefully as you will or as you would like them to. It is important that you make it easy for the voters to understand your message in the short time that it takes them to decide to throw the literature away.

It is therefore important to quickly get the voters attention and just as quickly convey your message. In other words, you need to keep your campaign literature simple and make it dramatic. You should tell a story about who your candidate is and why voters should vote for your candidate. Any other information you provide should back up the original message. There are a few techniques that can be used to grab the voter's attention and quickly deliver a message.

## **SINGLE TOPIC**

In order to keep the message simple and make sure that it is grasped quickly, it is important that you not try to convey any more than one idea in a piece of literature. For example, one piece of literature may tell how the candidate will fight crime or what the candidate will do to improve the economy but both topics should not be covered in the same piece of literature. The exception to this technique is "palm card" or general piece of campaign literature used to introduce the candidate. Here the theme is why voters should support the candidate and may include very brief statements on where the candidate stands on various issues.

## **ACTION PHOTOS**

Too often campaign literature only has a portrait photo of the candidate. This does not tell the voter anything about the candidate and is a complete waste of space. Photos should show the candidate talking to someone or doing something.

Other action photos can both grab the voter's attention and convey a message quicker than words. For example, a picture of someone breaking into a building or pointing a gun on the cover of piece of literature dealing with crime will mean that voters are more likely to open it to see what it is about. The inside photo should show the candidate talking to police, thereby making the connection between the issue and the candidate. Pictures of children in school can help convey an

education message, and pictures of closed businesses or people begging on the streets can convey a message of economic problems that will be addressed. Remember that these photos should convey action. Portraits of the candidate do not convey any information about who they are. Also, all photos should be black and white. Using color photos is too expensive and does not improve on the message conveyed.

#### HEADLINES

After looking at the photos, people will next read the headlines. The whole message should be understood in the headlines, a brief statement or two in large type. Everything else in the piece of literature will only reinforce this brief message. Too often the headlines are only headings and the voter is expected to read on to understand the point. Therefore it is important not to waste the headlines with headings such as "my program" or with useless statements that do not say anything such as "dear voter" or "vote."

#### BULLETED POINTS

When listing a program, a biography or any other series of information, bullet the text rather than put it in paragraph form. This makes it clear that there are five reasons to support the candidate or six things the candidate will do to improve the economy. These bullets can have headlines as well but the headlines should use action words such as "fighting crime" or "improving your economy."

#### BE SPECIFIC

Without making promises that cannot be kept, it is important to be as specific as possible in offering solutions to the problems people face. The candidate "supports legislation that will..." does not mean that the legislation has to pass or accomplish the goal but it still conveys a stand on an issue.

#### BREVITY

In campaign literature, less is more. Say whatever you want to say in as few words as possible. Between one hundred and three hundred words total should be the maximum in a single piece of literature. Remember that voters will not read long text because it requires more effort than they are willing to spend on something that does not immediately affect them. With this in mind, statements like "dear voter" can be eliminated because voters know that when they get a piece of literature they are the ones being addressed. These phrases are extra, unneeded words.

#### COMMON LANGUAGE

Use language that simply and clearly states what you want to get across. It is less important to impress voters with big words than it is to get your message across in language all voters will understand. In an election campaign, you do not have enough time nor is it your role to educate voters.

#### STAY ON MESSAGE

All campaign literature, no matter what the issue being discussed, should stick to the basic theme of the campaign. It is important that the same message be reinforced over and over, no matter what the issue. The campaign may even want to use the same phrases or slogans on all the literature to bring the point home to voters.

# **Section C**

## **Public Speaking**

# Public Speaking

## Tools for Saying it Successfully

### Nonverbal Communication

#### Personal appearance:

- ✘ Meet audience expectations of the occasion: business suit or track suit, lessso?!
- ✘ Don't distract from the message: what is the central purpose of your speech?
- ✘ Don't distract from your own comfort: watch the heels ladies
- ✘ But know you look GOOD

#### Gestures face and posture:

- ✘ Be natural: sometimes it takes practice!
- ✘ Where to place your hands: about waist high in front, sometimes holding something, occasionally in pocket, possibly on lectern
- ✘ Nervous habits: watch those keys, coins, earrings, necklaces, pens, papers
- ✘ Movement around the lectern: don't lean; don't start talking ahead or leave early

#### Eye contact:

- ✘ The triangle of attention: don't leave out the back corners
- ✘ Sweeping and alighting: giving everybody his one or two seconds and moving on
- ✘ Returning to friendly faces (and avoiding disturbing ones)
- ✘ Do I really have to meet their eyes? Don't go overhead or underfoot

### Using Your Voice

#### Volume:

- ✘ How to know you've got it right: Are they leaning forward or backward? Plant a friend.
- ✘ Variety of volume: the key is in the variation
- ✘ Microphones: be careful of the hisses and pops when you get too close and talk too loud.

#### Pitch:

- ✘ Optimal pitch: technicians can help
- ✘ Variety of pitch: the music in you
- ✘ Pitch gives emphasis and meaning: "I like his car."

#### Rate:

- ✘ Optimal rate: in English 90 to 130 wpm
- ✘ Speeding up to cover mistakes? Don't do it
- ✘ Variety of rate: variety is the spice of life and speeches

### **Articulation and pronunciation**

- ✘ Ethnic differences: how you handle depends on the audience. Don't be afraid to mention it.
- ✘ Pronunciation: when in doubt look it up or ask a friend. Your credibility is at stake
- ✘ Choose the language that works for you.

## **Managing Nervousness**

### **Why is public speaking so frightening anyway?**

- ✘ Higher expectations in terms of language, organization, delivery, message than in daily conversation
- ✘ Occasion of greater importance
- ✘ You are center of attention for a larger number of people
- ✘ Negative past experience or lack of skills

### **How to:**

- ✘ Realize nervousness is normal
- ✘ Be prepared: do your research, practice aloud
- ✘ The audience is not the enemy
- ✘ Be at your best physically: good night's sleep, tea or not, comfortable clothing
- ✘ Breathing and relaxation exercises

## **Handling Hecklers in Campaign**

- ✘ Ignorance Technique: Don't bother to listen, continue and see if they will keep quiet.
- ✘ Putting on the spotlight: you could select one person within the audience pick on them and request them to come and air their concerns in front of the people.
- ✘ Plant your own supporters, to shout down the rest.
- ✘ Red herring: you can create positive distraction using your own supporters.
- ✘ Avoid: Getting into a shouting contest, it will distract you from your message.

# **Section D**

## **Media Relations**



## **Media Communication**

The term “media” refers to the different news organizations, which use television, radio, or newspapers to convey information to a large audience. The medium, which is used, affects the impact of the message delivered. In television, the secondary messages sent by subtle physical gestures may be more noticeable than they are in a public speech. Television can actually exaggerate normal facial expressions. You should always look directly into the camera lens when being interviewed. Do not look at the reporter who asked the question.

In radio, the speaker must rely entirely on their voice to deliver a message and retain the listener’s attention. The elements of a good speech (good stories, illustrative examples, effective voice inflections, dramatic pauses, and a clear, smooth delivery) become even more vital over the radio. In both radio and television, answers should be brief and succinct because brief excerpts of an interview are more likely to be broadcast than the entire interview.

Media communication can be either earned or paid. “Earned media” refers to interviews, stories, or events regarding the party or candidate, which are reported by the media because of their news value. Earned media is a way to communicate a message to voters without paying the cost. Paid media requires the party or campaign to use its resources to buy advertising space in newspapers or broadcast time on radio or television. Although this form requires the party or campaign organization to expend valuable resources, it provides an opportunity to communicate a message directly to the listener without being filtered through reporters or editors.

When talking to reporters, the party chairman, candidate, or other spokesperson must find a balance between statements, which only deliver factual information, and statements, which are blatant attempts at promotion and holding public opinion. The spokesperson must always be focused on presenting the campaign candidate in the most favourable manner possible. There are three important tools which a campaign will need to convey its message to the press.

### **PRESS ADVISORIES**

Press advisories are sent to members of the media before a campaign speech, debate, or event in order to notify them of the location, time, and date. Press advisories allow editors to plan ahead and assign reporters to cover campaign events. If a news organization receives inadequate notification, it may not have a reporter available to cover a campaign event. An important earned media opportunity could be lost.

## PRESS RELEASES

Press releases provide reporters with the essential facts of a speech, announcement, or campaign event in writing. They also provide several different quotes from the candidate. These can be used in writing a news story. Press releases should be written like newspaper articles. The first paragraph is the most important. It should provide the central idea and capture the reader's attention. Remember that the first paragraph should include the following facts:

WHO?

WHAT?

WHERE?

WHEN?

WHY?

The lead (first) paragraph is the most important.

My name is \_\_\_\_\_ and today I am announcing that I am a candidate for \_\_\_\_\_ from the \_\_\_\_\_ party in \_\_\_\_\_ district. I am running for office because my party believes \_\_\_\_\_

If elected, my party will \_\_\_\_\_.

## SPEECH TEXTS

Since no one has a memory good enough to remember every word of a speech, copies should be distributed to reporters. The reporter can use the text to write a story hours, days, or weeks after the speech was delivered. If the candidate tends to make spontaneous remarks not contained in the text, the speech text should have a disclaimer, which reads, "Candidate may deviate from the text."

Remember that reporters have deadlines for filing their stories, so they may need to talk to the candidate, local chairman, or press spokesperson at inconvenient times. Deadlines can work to your advantage. The pressure of a deadline may cause a reporter to print information provided by the campaign.

Political communication is not only about sending messages. It's also about receiving them. The communication process is complete when the voter receives the intended message. The communication process is successful when that message has a positive impact on the voter on Election Day.



## ADVICE FOR SUCCESSFUL PUBLIC APPEARANCES ON TV AND RADIO

### **What you need to find out first**

Where and when is the event?

Radio or TV?

Taped, live broadcast, in person, or combination?

Who else will be there?

How long will you have to speak?

Are there questions? Who asks them?

### **About the audience**

Live audience vs. broadcast audience -- are they the same? If not, who should you cater to?

Topic may affect audience -- people who are interested in the topic are more likely to pay attention.

But others may watch as well -- don't forget the whole audience.

Remain consistent with your overall message, even if you change emphasis to focus on the topic.

### **Preparation**

Make sure someone will make a videotape of your appearance if possible.

Develop your main messages on the topic. How do they support the party's overall messages?

What are the tough questions you might be asked? How will you answer or shift emphasis?

What impression do you want to give? (In order to make viewers like you?)

How to dress?

Don't be late (out of breath and panicky). Find a place to have 10 minutes beforehand to review your notes and calm yourself down.

Try not to be afraid. When you are there, your mind will be working very fast. If it is well prepared, it will do a good job.

### **At the event**

Arrive on time. Find out if you will have to move from one place to another; look at where you will be standing or sitting in relation to others and the camera. Turn off your cell phone.

Greet the hosts and other guests. Show the viewers that you are a courteous person.

Keep control of your hands and feet. Don't wander around and shift position, especially on TV.

Stand up straight and confidently.

Resource of the Women's Democracy Network

Pay attention when others are talking. Show that you are listening, especially to regular people. (TV may even show you while you listen.)

Thank the audience for coming (or watching on TV, or listening on the radio). It shows they are dedicated to making Cambodia better, just by learning about the issues. They are what makes a democracy, not the people on stage.

### **About the content**

Stick to your main messages. Make sure you include the main points you decided to make.

Make sure that what you say is an accurate description of the party's official position.

Make sure that you can back up your claims with proof -- don't exaggerate.

When you are on TV or radio, remember the biggest audience is outside the room. Speak to the audience of the show.

Speak respectfully and politely, even though you may be critical.

(Review the NEC guidelines for conduct: Avoid personal criticism, stick to policy.)

Talk about

- specific problems faced by the people (show understanding and listening)
- how the government failed to solve them (criticize policies and actions)
- how your party will address the problem (be constructive)

### **Tips for TV**

Wear cool, comfortable clothing so you don't sweat as much.

Avoid flashy or noisy jewelry and anything that shines (including a watch).

Stay in your location; don't shift around (you might move off camera!)

If you use hand gestures, keep your hands closer than usual to your face.

If the main audience is live, look at them (some people like to choose one person to look at). If there is an interviewer, look at him. If there is no live audience, look at the camera because you are speaking to the viewers out there in their homes.

### **Tips for radio**

Ask how far you should stay from the microphone. You may be able to move the microphone to a good location so that it is the right distance.

If the microphone is on a table, keep your hands off the table to avoid tapping or other noise.

Keep your voice at a steady level, but natural, not monotone.

If there is an interviewer, look at her and have the conversation with her, but remember the main audience outside.

### **After the event**

Review the tape or watch the show with others.

How did you sound on the radio? How did you look on TV?

What did you do well, what could be improved?