

JOURNALISTIC RULES

ONE KEY MESSAGE



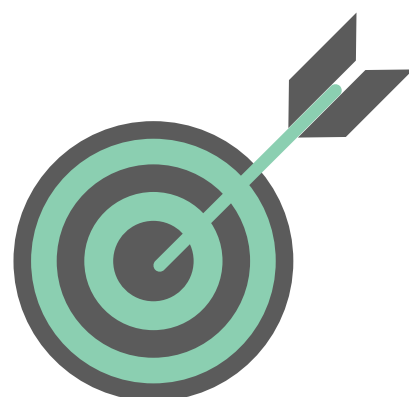
Define **one sentence** to present your topic, answering the following questions :

- **WHY** = need, problem, issue
- **WHO** = hero
- **DOES WHAT** = solution, answer, product, service
- **HOW** = way to do it, means

The key message is **unique**, all the information is supporting it.

ADAPT YOUR ANGLE

- Remember that you're always **addressing an audience**
- Once your key message is ready, identify your audience and use the **right language level**
- For a **mixed audience** : build a presentation adapted to the general public
- **The key message doesn't change** : it's only the way you're telling the story that can vary



NEWS ELEMENT

- Your message has to bring **something new**
- If you don't have a news, find a link with an **external event**
- News is not always **positive**
- Chose the **right moment** to communicate and find the balance between not enough and too much communication

LAW OF PROXIMITY

- Your message has to have an impact of your audience's **daily life**: give proofs
- Illustrate your key message with concrete examples related to daily concerns (life, death, health, work, money, family, love...)



LÉGITIMACY

- Talk about **your skills and your experience** to show that you're the best to bring this solution or answer
- Identify your **area of legitimacy**..
- ... and stay in ! Don't answer to questions if you're not supposed to.

HOUSE OF MESSAGES

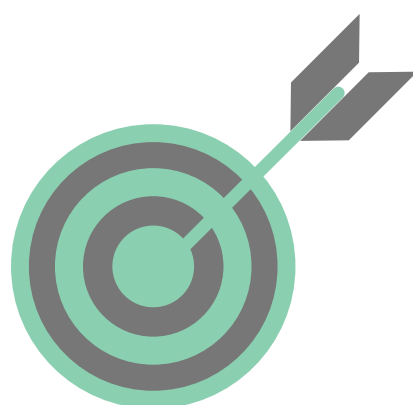
Key Message

Why?	Who?	Does what? How?
<ul style="list-style-type: none"> • Facts & figures • Examples • Images • Describe the situation <p>DRAMATIZE</p>	<ul style="list-style-type: none"> • CV / ID card • Legitimacy • Skills • Experience <p>REASSURE</p>	<ul style="list-style-type: none"> • Concrete elements • Step by step • Pedagogy • Singularity <p>DEMONSTRATE</p>

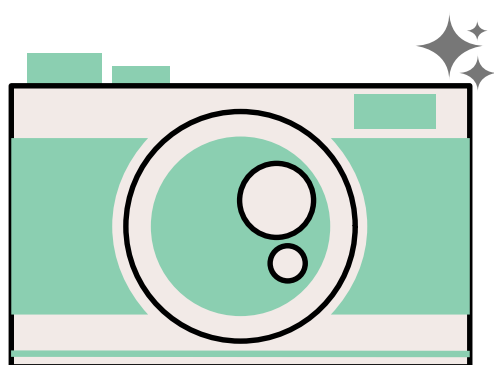
CAPTURING THE AUDIENCE'S ATTENTION

A CLEAR OBJECTIVE

- Define your **communication objective** before speaking in public
- One objective can be achieved in **various contexts**
- This objective helps you to **select the information** you will deliver



SIMPLE AND CONCRETE



- Use a **simple language** : if you use a language level which is not appropriate, your audience might not understand you or misunderstand what you're saying
- **Avoid technical terms**, jargon, acronyms and words in a foreign language.
- **Avoid concepts**, prefer concrete words
- Your speech should generate **mental pictures** in your audience's mind

THE HOOK

Your first words have to **capture the audience's attention** and encourage the public to listen to you.

Some suggestions :

- a question
- a story
- a dream
- a quote
- a key figure



THE PUNCHLINE



The end of your presentation should **stay in your audience's mind**.

Some suggestions :

- a slogan
- a need
- a call to action
- an opening to a dialogue

3 PILLARS

Stability

- feet as wide as your hips
- look for a stable position
- grounded but not too rigid
- dynamism and verticality

Eye contact

- take time to look at your audience
- try to look at people in the eyes
- don't stay focused on one person

Breathing

- before and during your speech
- take breaks
- find your medium voice

