

Some Talking Points for the *KCTS Connects* Town Meeting on Immigration

Prepared by David Messerschmidt & Paul Apostolidis, Nov. 10, 2006

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THE BIG PICTURE

Our collective goal this evening is to help make complex public policy elements in your research interesting, clear and understandable.

THE VISUAL PICTURE

They will likely shoot tape of us watching and taking notes. We want whatever brief piece they use to “Frame” the platform for our later discussion. That frame: “thoughtful, engaged Whitman students attended the Town Meeting and shared their research to help explain the meaning and impact of immigration on people in the Northwest.”

HOW TO MAKE A POINT

The traditional framework for delivering a message answers these questions:

Who I am

What matters to me

What I know

Why it matters to me

Why it should matter to you

What I want you to do about it

AN EXAMPLE – Put your ideas on a 3x5 card to keep with you during the event!

- **Who I am** – “I’m a student at Whitman who has been doing research on the health problems of farm workers’ children....” (Give yourself a succinct identity)
- **What matters to me** – “I’m concerned about the ways health problems affect these kids by interfering with their education....” (Again—capture something in a phrase)
- **What I know** – “Farm workers’ kids miss too many days of school because they get exposed to lead and farm chemicals right in their homes....” (Once more, just a single phrase)
- **Why it matters to me** – “All children, whether they’re immigrants or were born here, deserve an excellent education and the chance for a bright future....” (Think about your most basic values.)
- **Why it should matter to you** – “All of us in this state gain when children are doing well in school....” (Look for a link in core values)

- **What I want you to do about it** – “We need to make sure farm worker families have better, safer housing....” (Ask for engagement that is based on values and the evidence in your research)

RESPONDING TO A NEWS ANCHOR’S QUESTION

- If you need time, restate the question you heard (or the question you want to answer) in your own words. If you have a coherent response and they want to use it they may edit out the re-statement.
- “I don’t know” is a perfectly acceptable answer. Say it and STOP. You do not have to explain why you don’t know.
- “I haven’t thought about that particular issue....this is how I would think about it....as a....”
- Look at the anchor when you answer the question, and forget the camera
- If you want to end with a question for the anchor—which is really a question for the audience—frame it that way. “And this is a question for all of us...what do we.....?”
- Jump on and use the Anchor’s “open question!” You may get something like this: “Did anything surprise you?” “Is there anything else?” “What is the most important....?” This is an invitation to deliver a succinct message with a clear frame.
- Combine passion and reason – The energy the anchor puts into a question may seem forced, or out of scale for two people talking to one another. Television actually requires some extra energy/passion to appear like a normal conversation. Pause if you need to, and then give your answer with a little extra personal voltage.