

12 Skills for your Key Spokesperson

1. Seems at ease
2. Establishes rapport
3. Seems well prepared
4. Knowledgeable on the subject
5. Interesting – is able to tell a compelling story
6. Provides good examples
7. Seems open and honest
8. Delivers key messages
9. Meets journalist needs for an interview
10. Handles difficult questions well
11. Picks up on non-verbal cues
12. Adjusts style to interviewer



A spokesperson is a person who speaks for or represents a company, organization or other person.

Charitable organizations often seek celebrity spokespersons for the attention they can bring to their cause, but who talks to the media on a day-to-day basis? It is up to you to make sure your chief volunteer and key staff member have the skills to represent your cause effectively.