

In order for the Western Regional Air Partnership (WRAP) to flourish with the understanding and support of people in its states and tribal communities it is important to get the message out to opinion leaders. We have developed an excellent presentation about the WRAP which has seen limited exposure to select groups around our area. That exposure must be dramatically increased. In order to do that we need to establish and staff a WRAP Speakers' Bureau.

The purpose of a Speakers' Bureau is to recruit people to deliver our message; train them to deliver that message; and, give them the necessary collateral materials to make that presentation effective. It is also to identify potential audiences and to secure speaking engagements with those audiences. In addition it should serve to develop data bases of interested audience members and communicate with those audience members about the WRAP's activities after the presentation.

#### Recruitment of Speakers' Bureau Presenters

Not everyone likes to get up in front of an audience and give an address about an issue. On the other hand the WRAP membership does include individuals from both the public and private sectors who are quite capable and may be quite willing to serve as presenters. Recruiting presenters will require communication from a central location with potential presenters drawn from the membership of WRAP committees, forums and working groups as well as staffs of their various organizations.

#### Training of Speakers' Bureau Presenters

Different speakers have different styles. Some are able to get up in front of an audience of any size without notes and talk for 20 minutes on virtually any subject in an entertaining and provocative way. To the other extreme is the speaker who will get up but only with the most structured presentation, carefully and painstakingly practiced over many days. Some are exceptional in answering detailed questions and some like to limit their talks to the formal presentation and associated printed material. Regardless of which style is utilized speakers need some modicum of formal training on the prepared presentation, on the collateral materials which will be supplied to them and on techniques of getting the audience interested in the subject. That training need not be long or intricate. Usually one or two brief sessions will suffice for the majority of the presenters.

#### Necessary Collateral Materials

We currently have a well done formal presentation which includes a script and audio video presentation associated directly with that script. Audiences cannot take a script or video presentation home with them other than in the most esoteric way. It is important to have a variety of collateral materials available for both our own members and the audiences we visit.

The internal briefing paper gives presenters the best single reference paper on what the WRAP is about. Clips of material on committees, structure and mission will enable our presenters to have a strong overall concept of the WRAP as an entity. We sometimes take for granted that the WRAP participants know the details of the organization Especially with technical people this is not necessarily so. Creating an internal paper can be easily done given the amount and high quality of material on the web site. In fact there probably would only be a need for format development.

Graphic 1 enumerates the basic components for the creation of an internal briefing paper. It needs to be positive but honest. Our people should know the reality of the WRAP not just the wonderful benefits and good work we are doing. They need to know the downsides as well. Most good lobbyists will tell you that the most effective ones are those who know the opponents side of the issue as well as their own.

It needs to be understandable. One of the great drawbacks of having technical people deal with technical subject is that they get caught in their own detail so much so that their own colleagues can't understand what they are saying.

It is important for internal audiences to talk to each other horizontally and not down. While each of us is an expert in our own area and while each of us knows more about our issues than others do nevertheless there has to be a collegial comfort among us for the WRAP to succeed. So too with our internal briefing paper.

In junior high school, when we were first introduced to journalism we were taught that there were five "W's" which allowed for reporters to make sure their initial paragraph in a story was complete. The who, what, when, where and why's were identified. If you answered those questions then you had written a complete paragraph. Roughly speaking the same goes for writing an internal briefing paper. Of course most journalists will add the "how" question and that is probably useful. It is what is included that is important and whether we have explained to ourselves and our audiences in written form what they need to know about the WRAP.

Graphic 1  
Components of an internal briefing paper

# INTERNAL BRIEFING PAPER



## KEEP IT . . .

- positive but honest
- understandable
- talk horizontally not down
- be journalistic
  - who
  - what
  - when
  - where
  - why

The most effective way to maintain a post speech level of interest on the part of the audience members is through a one page briefing paper or brochure. This paper, also known as a “generic leave behind” is the one sheet of paper that can be handed out as part of the presentation for the audience to take with them. Again creating an external paper can be easily done given the amount and high quality of material on the web site. In fact there probably would only be a need for format development likely for this paper as well.

Graphic 2 details the basic components for the creation of an external briefing paper. It needs to be simple not just for comprehension but also for ease of repeating the information to audiences.

It needs to be understandable. One of the great drawbacks of having technical people deal with technical subject is that they get caught in their own detail so much so that lay audiences can't understand what they are saying.

It should avoid the use of acronyms. We talk of SIP's and WRAP's and SO2 and all kinds of other things without ever explaining what they mean. If we are going to use acronyms for their ease of usage then we must frequently remind, in writing, what they actually mean.

Just as with our internal paper, and perhaps even more importantly with our external paper we should strive to exhibit those journalistic points we discussed earlier. Answer the who

what when where and why questions (with and occasional how) and the audience will walk away with an excellent reminder of the presentation they have just seen.

With the bombardment of information we are all subject to these days it is essential that brief, concise but complete information gets to our own people and our audiences.

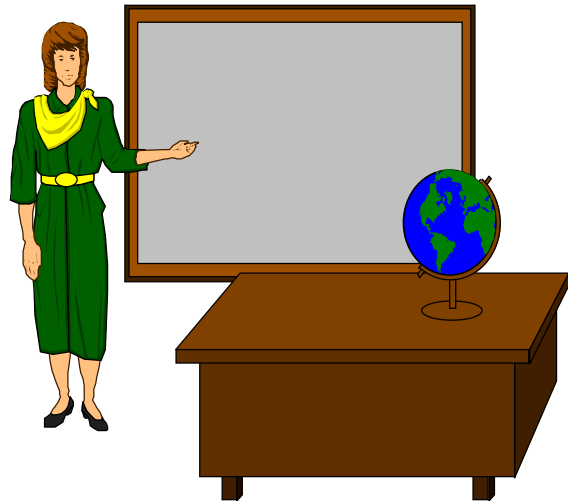
Graphic 2

Components of an external briefing paper

## **EXTERNAL BRIEFING PAPER** **(. . . aka generic leave behind!)**

KEEP IT . . .

- simple
- understandable
- without acronyms
- journalistic
  - who
  - what
  - when
  - where
  - why



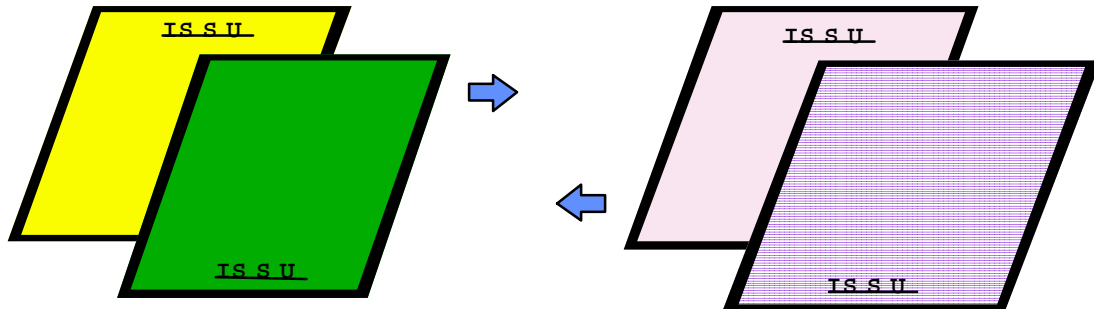
So what happens when a new issue arises which requires special attention? And what happens when a geographically specific issue comes up that is important to audiences in Arizona but not in Oregon?

Graphic 3

Issue Specific Papers

# EXTERNAL BRIEFING PAPER

## ISSUE SPECIFIC INSERTS :



Graphic 3 shows the use of the issue specific insert. While the generic leave behind should be good for all audiences the issue specific insert is the sheet that can be inserted into the generic paper that covers a specific issue indigenous or geographically significant issue for that particular audience. It is also useful as a reminder for internal audiences and for Speakers' Bureau presenters even if they are not addressing audiences in that geographical area. Questions tend to migrate from location to location and an internal issue specific insert will enable presenters to answer questions regardless of the location.

### Developing data bases

The most frequently forgotten piece of a speakers' bureau presentation is the last part. Once speakers have explained our credentials, identified the issues, and proposed the solutions asking for assistance is forgotten. The fact is that at the end of a good presentation there are probably a number of people who, if asked, would like to be able to support the organization in the future.

Graphic 4 suggests three ideas for things that a group can do to facilitate assistance at some future time. The important thing here is securing their pledge to support and to begin to develop data bases of people who have viewed our presentation and indicated an interest in supporting the WRAP.

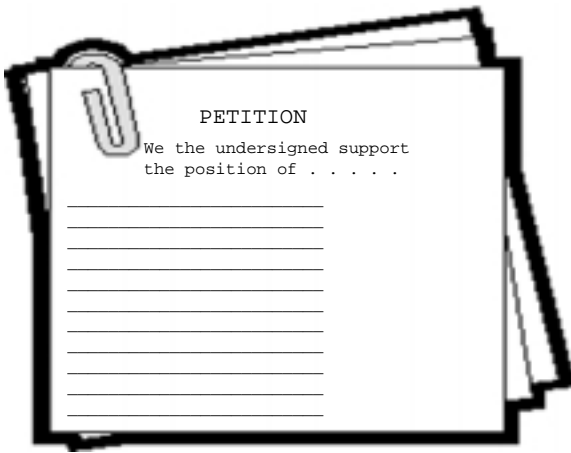
While passing around petitions and or asking for resolutions might seem presumptuous, asking for pledge cards or sign up sheets can be very effective. The purpose of a sign in sheet or pledge card to let the people know that we would like to communicate with them in the future and hopefully secure their support for future WRAP activities. The coordinator should maintain a complete data base of all groups and

individuals who have attended one of the WRAP Speakers' Bureau presentations. It enables future communications and also can serve as an information point for political leaders in the WRAP to know who has been exposed to the WRAP message.

Graphic 4.  
Opportunities for assistance.



# Resolutions of support or endorsement



## PETITIONS (AND THE LIKE!)

## *Pledge cards*

*(. . . aka developing  
new data bases . . .)*

A clipboard with a form for contact information. The form has the following fields: Name, Address, Phone #s, Fax #s, E-mail, Legislative district, etc . . . . ., and a line for "signed \_\_\_\_\_".

### Speakers' Bureau Coordinator

It is important if the Speakers' Bureau is to succeed that a paid coordinator be hired. There is too much detail work for a volunteer to be able to handle the effort. The coordinator will need to identify the potential audience groups; communicate with those groups setting up engagements; make sure that a speaker is available; and, has all the material they need for the presentation and so forth. This need not be a full time job and as such there are a couple of options.

First we can hire a management firm or public relations and public affairs firm which manages speakers' bureau activities. They are generally in a position to find speakers, train the speakers, complete the collateral materials, find the groups and secure the speaking engagements, and do all of the leg work necessary for the speakers' bureau to succeed for a flat monthly or yearly retainer plus actual costs of printing, postage, phones etc.

The other option is to hire an individual on a part time basis who can take care of all the above items.

### Identify Potential Audiences

There are literally hundreds of civic, professional, business and other organizations in our geographical area which have periodic meetings where informational speakers are required. These meetings run from yearly conventions to weekly breakfast, lunch or dinner meetings. Importantly these groups struggle to attract interesting and informative speakers to visit with their groups.

Finding these groups can be as easy as calling the local chamber of commerce. Many local chambers have a directory of civic and business groups. In some cases there may be more research necessary to find the appropriate groups including things as simple as looking in the local telephone directory. There are several organizations who are now listing their various local chapters on web sites. The important point is that the existence and location of potential audiences and their key members is available in a variety of formats and should not be difficult to quantify.

### Secure Speaking Engagements

The easiest way to initiate a speaking request is through a mass mailing. From the listing obtained in the previous discussion a notice of the availability of speakers about the WRAP should be sent out. The notice should include a letter from the WRAP chairs announcing the WRAP, the creation of the WRAP Speakers' Bureau and the availability and desire to have the WRAP go and speak to their group. Also included should be a copy of the WRAP external briefing paper previously described . That's all! Two sheets of paper with a centralized phone number (preferably an 800 number or other toll free location) and an e-mail address. It is important that it be rather easy for groups to get in touch with us.

Shortly after the mailing goes out the Speakers Bureau coordinator needs to make follow-up calls or send follow up e-mails to secure the speaking engagements. This is the key to getting those engagements. While the mailing will attract the interest of potential groups or their program chairs the fact is that most of the program chairs are volunteers with busy lives and therefore they need follow-up to "complete the sale".

Once the engagement is secured then the coordinator will have to match the event with a speaker and begin the deployment. The coordinator will likewise maintain a permanent calendar of speaking engagements. The coordinator will be required to manage the deployment of all speakers, their materials and their additional support machinery. This would include securing audio visual equipment that might be needed in support of our audio video show. The more the coordinator can do to support the speakers the more likely people will be willing to serve on the Speakers Bureau.