

Talking Points (for speeches, interviews, etc.) Development Process Step Table

PURPOSE: To develop talking points for speeches, media interviews and general public consumption.

SCOPE: From the district to state office.

Step Action – a verb sentence	Responsibility Any position that is accountable for the completion of this step.	Inputs Items needed to complete the step (forms, tools, people, etc)	Control Practice Standard, Policy, Regulations, etc.	Output Completed object, form, reviewable product, or demonstrated knowledge.
1. Identify need for talking points (speaking event, hot topic, etc).	<ul style="list-style-type: none"> • District Conservationist (DC) • State Public Affairs Specialist (State PAS) 	<ul style="list-style-type: none"> • Speaking invitation • Local events • Local news • Computer resources 	<ul style="list-style-type: none"> • DC • State PAS 	<ul style="list-style-type: none"> • Event or end use for talking points identified
2. Identify speaker and/or end user of talking points.	<ul style="list-style-type: none"> • DC • State PAS 	<ul style="list-style-type: none"> • Local discussions • Computer resources 	<ul style="list-style-type: none"> • DC • State PAS 	<ul style="list-style-type: none"> • List of people who will need to use the talking points
3. For writing speech for someone else (if not speech skip to next step). Discuss speakers thoughts and suggestions about topic.	<ul style="list-style-type: none"> • DC • State PAS 	<ul style="list-style-type: none"> • Speaker • Computer resources 	<ul style="list-style-type: none"> • DC • State PAS 	<ul style="list-style-type: none"> • Notes for talking points
4. Visit with primary sources and/or conduct research to gather information.	<ul style="list-style-type: none"> • DC • State PAS 	<ul style="list-style-type: none"> • Staff interviews • Websites • Information materials • Notes for talking points • Computer resources 	<ul style="list-style-type: none"> • DC • State PAS 	<ul style="list-style-type: none"> • Notes for talking points
5. Write talking points.	<ul style="list-style-type: none"> • DC • State PAS 	<ul style="list-style-type: none"> • Notes • Background materials • Computer resources 	<ul style="list-style-type: none"> • DC • State PAS 	<ul style="list-style-type: none"> • Draft talking points
6. Share talking points with sources for their review and comment.	<ul style="list-style-type: none"> • DC • State PAS 	<ul style="list-style-type: none"> • Comments on draft talking points • Draft talking points • Computer resources 	<ul style="list-style-type: none"> • DC • State PAS 	<ul style="list-style-type: none"> • Final talking points
7. Email/distribute talking points to appropriate audience if needed.	<ul style="list-style-type: none"> • DC • State PAS 	<ul style="list-style-type: none"> • Final talking points • Email list • Computer resources 	<ul style="list-style-type: none"> • DC • State PAS 	<ul style="list-style-type: none"> • Distributed talking points

Field Checked: September 16, 2005
 Approved: /s/Richard Van Klaveren
 Richard Van Klaveren, State Conservationist
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