Your Home Governor: State:

Link to the Press Conference or Speech: Date of Speech: (before 5/1/20)

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| --- | --- | --- |
| **Area** | **Strengths** | **Recommendations** |
| **IMPACT OF CONTENT**  Educate  Types of Information Shared  Use of Experts |  |  |
| **OPENING**  Approach  Hook?  Clarity  Clear intent |  |  |
| **STRUCTURE**  Logical  Support  Examples  Bridging |  |  |
| **CLOSING**  Concise  Summary  Memorable |  |  |
| **TECHNIQUES**  Humor  Concern  Visual Aids  Staging |  |  |
| **PHYSICAL**  Postures  Gesture  Eyes  Hands |  |  |
| **VOICE**  Volume  Pace  Pitch  Pauses |  |  |
| **WORDS**  Articulation  Grammar  Word Choices |  |  |

Your Home Governor: State:

Link to the Press Conference or Speech: Date of Speech: (after 5/15/20)

|  |  |  |
| --- | --- | --- |
| Area | Strengths | Recommendations |
| IMPACT OF CONTENT  Educate  Types of Information Shared  Use of Experts |  |  |
| OPENING  Approach  Hook?  Clarity  Clear intent |  |  |
| STRUCTURE  Logical  Support  Examples  Bridging |  |  |
| CLOSING  Concise  Summary  Memorable |  |  |
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| PHYSICAL  Postures  Gesture  Eyes  Hands |  |  |
| VOICE  Volume  Pace  Pitch  Pauses |  |  |
| WORDS  Articulation  Grammar  Word Choices |  |  |

A Neighboring State’s Governor: State:

Link to the Press Conference or Speech: Date of Speech:

|  |  |  |
| --- | --- | --- |
| Area | Strengths | Recommendations |
| IMPACT OF CONTENT  Educate  Types of Information Shared  Use of Experts |  |  |
| OPENING  Approach  Hook?  Clarity  Clear intent |  |  |
| STRUCTURE  Logical  Support  Examples  Bridging |  |  |
| CLOSING  Concise  Summary  Memorable |  |  |
| TECHNIQUES  Humor  Concern  Visual Aids  Staging |  |  |
| PHYSICAL  Postures  Gesture  Eyes  Hands |  |  |
| VOICE  Volume  Pace  Pitch  Pauses |  |  |
| WORDS  Articulation  Grammar  Word Choices |  |  |

A Democratic Governor: State:

Link to the Press Conference or Speech: Date of Speech:

|  |  |  |
| --- | --- | --- |
| Area | Strengths | Recommendations |
| IMPACT OF CONTENT  Educate  Types of Information Shared  Use of Experts |  |  |
| OPENING  Approach  Hook?  Clarity  Clear intent |  |  |
| STRUCTURE  Logical  Support  Examples  Bridging |  |  |
| CLOSING  Concise  Summary  Memorable |  |  |
| TECHNIQUES  Humor  Concern  Visual Aids  Staging |  |  |
| PHYSICAL  Postures  Gesture  Eyes  Hands |  |  |
| VOICE  Volume  Pace  Pitch  Pauses |  |  |
| WORDS  Articulation  Grammar  Word Choices |  |  |

A Republican Governor: State:

Link to the Press Conference or Speech: Date of Speech:

|  |  |  |
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| Area | Strengths | Recommendations |
| IMPACT OF CONTENT  Educate  Types of Information Shared  Use of Experts |  |  |
| OPENING  Approach  Hook?  Clarity  Clear intent |  |  |
| STRUCTURE  Logical  Support  Examples  Bridging |  |  |
| CLOSING  Concise  Summary  Memorable |  |  |
| TECHNIQUES  Humor  Concern  Visual Aids  Staging |  |  |
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| VOICE  Volume  Pace  Pitch  Pauses |  |  |
| WORDS  Articulation  Grammar  Word Choices |  |  |