ADR TIMES

April 2014

The Center for Alternative Dispute Resolution Newsletter
State of Hawaii, Judiciary

Center for Alternative
Dispute Resolution
Hawaii State Judiciary
417 South King Street
Honolulu, Hawaii 96813

Phone:
808-539-4ADR (4237)

Fax:
808-539-4416

E-mail:
CADR@courts.hawaii.gov

Website:
www.courts.state.hi.us/cadr

Forum Summary — Using Mediation Tools for Public Speaking

At our March forum, *Using Mediation Tools for Public Speaking*, Tammy Mori, Judiciary Communications and Community Relations Director, shared strategies of mediators and public speakers to help turn heated discussions into more positive and productive experiences. She advised, "Get your heart in the right place and the rest will follow."

Preparation is crucial. Like a mediator, a speaker facing potentially contentious audiences must know the issue and prepare to respond to difficult questions. The speaker must set the tone of the meeting immediately just as a mediator does in opening statements. A speaker shares a mediator's need to understand all viewpoints and must be willing to accept new information as it is presented. To connect and communicate with an audience most effectively, a speaker needs to create a level playing field and adapt to varying needs and interests. Reference to shared concerns and values, use of appropriate humor, demonstration of humility, and a willingness to apologize when wrong helps a speaker to diffuse a potentially tense situation and promote an effective outcome.

When representing an agency or position, a speaker may strive for a mediator's neutrality by emphasizing the mission and purpose of the issue, truly listening to the concerns voiced by parties, and gathering information for decision makers to use to revise plans. Above all, both speakers and mediators must focus on people's need to be heard rather than being heard themselves.

Time is an important constraint in public forums. Under normal conditions, people retain an average of seven messages but under stress that capacity drops to only three messages. A speaker should limit the presentation to three key messages and offset negative information with reminders of shared values and projected positive outcomes, forming a "negative sandwich" of two positive messages bracketing a single negative one. When working or speaking with the media, one should keep in mind that coverage of a speech or interview may be limited to ten-second sound bites that represent action or emotion. This limited time is best used by focusing on the key issue in a positive way. Speakers may also develop relationships with the press and view the media as a resource instead of "the enemy."

Power Point slides from the March 11, 2014, forum are attached for download. Tammy Mori may be reached at tammy.s.mori@courts.hawaii.gov and 539-4914.

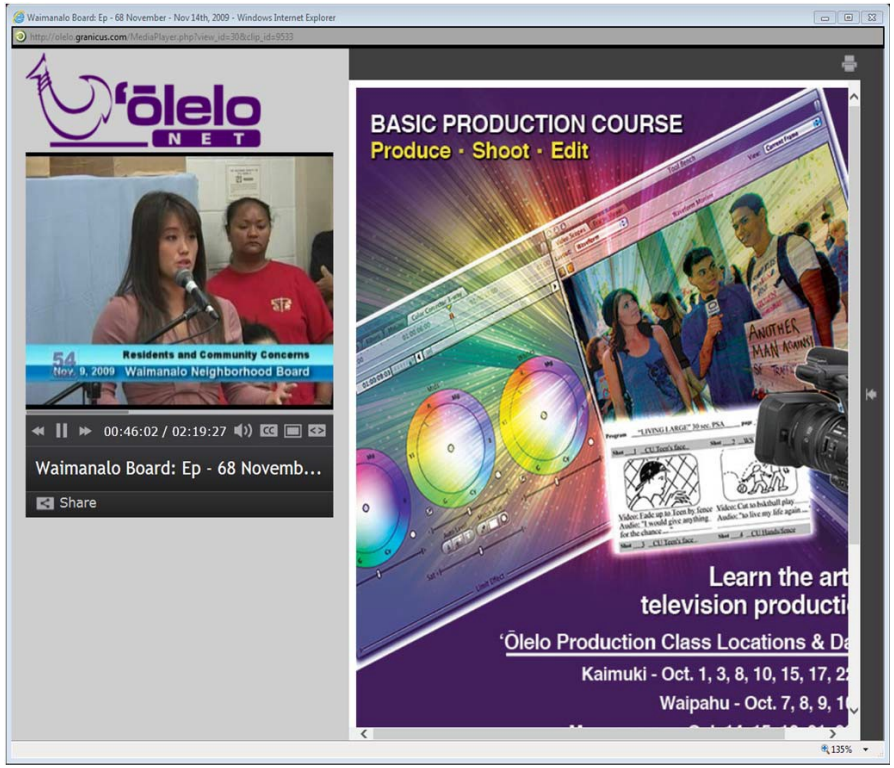
Using Mediation Tools for Public Speaking

Tuesday, March 11, 2014

Communications and Community Relations Office

Tammy Mori

My worst public speaking experience…



Communications and Community Relations Office

- Media Relations
- Webmaster
- Volunteer Services

In 2011, Hawaii State Judiciary Internet website
receives an average of 4,713 visits a day or 1.7 million a year

Respond to phone calls and emails from public

Volunteers in Public Service (VIPS) oversees more than 1,000
volunteers with a total of over 43,000 hours in service to the judiciary

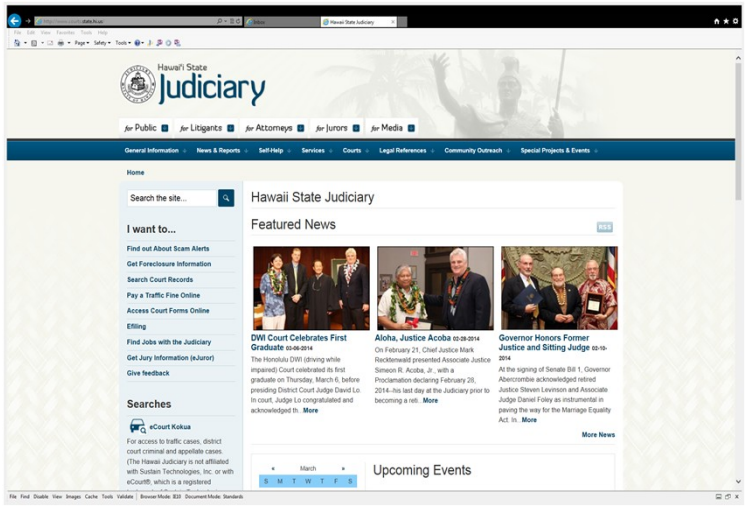
---

Joined the team in November 2013

Prior to that was a news reporter at KHON TV

Served as the Department of Transportation Communications Director

Worked as a one-man-band in Yakima, Washington



Preparing and Knowing Your Audience

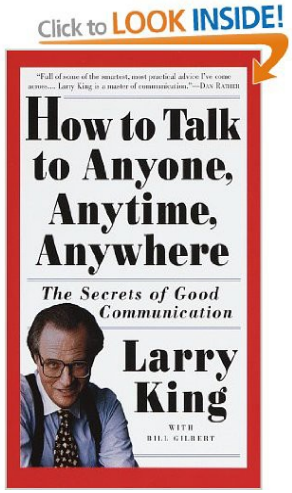
- Preparation equals Confidence
- Practice
- Prepare for hard questions
- Get Centered
- Breathe
- Body language

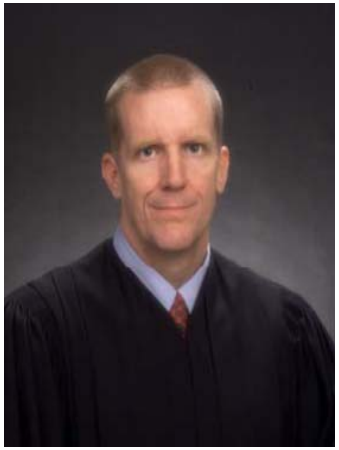
Video Clip - Nixon versus Kennedy Debate 1960

http://www.youtube.com/watch?v=KgV7muq3o3Q

Connecting with Your Audience

- Just like in mediation - understand each parties viewpoints/positions
- Keep an open mind - be willing to accept new information or developments
- Start off with 1) a story 2) humor 3) humility 4) establish credibility 5) ask a question
- Refer to personal stories/knowledge throughout





Example of Effective Beginnings to Speech

- Focus on opening of speech
- Just like mediation, key is to level the playing field for most effective outcome

- https://www.youtube.com/watch?v=OFPwDe22CoY
- https://www.youtube.com/watch?v=3ImSbixBsOk

Dealing with Controversy

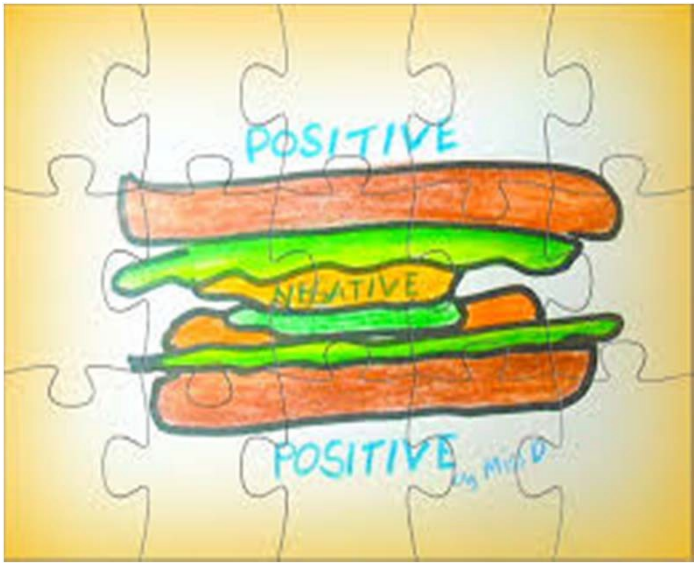
"When people are stressed and upset,
they want to know you CARE before they care what you KNOW."
- Will Rodgers

In Calm situations:
A person's brain can
retain an average of
7 messages

In Stressful situations:
A person's brain can
retain an average of
3 messages

Negative Sandwich

- Positive
- Negative
- Positive



It is essential to provide the most important points first and last….

1 negative equals 3 positives, be prepared to counterbalance

Example: Waimanalo Neighborhood Board meeting

DEPARTMENT OF TRANSPORTATION

News Release

LINDA LINGLE
GOVERNOR

BRENNON T. MORIOKA, DIRECTOR
Phone: (808) 587-2150
Fax: (808) 587-2167

For Immediate Release: November 19, 2009
09-1633

CONSTRUCTION HOURS REVISED AFTER PUBLIC MEETING ON KALANIANAOLE HIGHWAY RETAINING WALL PROJECT

HONOLULU – Based on community feedback on the upcoming Kalanianaole Highway Retaining Wall Project near Makapuu, the state Department of Transportation (DOT) has modified its original construction schedule. The new schedule will eliminate all scheduled daytime lane closures and focus the majority of work during night.

The night work is scheduled to begin on Sunday, November 29 and last until the morning of December 4 then shut down during the holidays. The project will then continue in January of 2010 and is scheduled to be complete at the end of 2010, with road closures completed by August of 2010. The modified schedule is as follows:

Nighttime Full Closure

- Sunday through Thursday nights between 9:30 p.m. and 5:30 a.m., there will be a full closure of Kalanianaole Highway between the upper Makapuu Lookout parking lot and the Makapuu Beach Park parking entrance (see diagram below). Motorists wishing to travel between the Hawaii Kai and Waimanalo areas during these hours are advised to use Pali Highway as an alternate route.

Daytime Lane Closure

- Although no daytime lane closures are scheduled, there may be a few times where the contractor will need to close a lane during the daytime. If a daytime closure is necessary, the public will get at least a 2 week notice and traffic will be contraflowed.

"There is never a good time to do a project of this magnitude, but in the interest of safety, it is a project that needs to move forward," said Brennon Morioka, DOT director. "However, before moving forward we listened to the community's concerns and have carefully taken each concern into account and we believe this revised schedule will allow for the crews to work efficiently while minimizing the inconvenience to the public," he added.

(MORE)

Similarity to Mediation:

Setting Guidelines

Neutral environment

Importance of a moderator –
Senator Hee video clip
Use listening skills

Dealing with difficult questions / difficult people in the audience

(Larry King interview)

https://www.youtube.com/watch?v=NZfUgVSfKdQ

Focus on the problem, not the people associated with it

Spell out your boundaries when needed

Use humor to diffuse situation - Former president Reagan speech

http://www.youtube.com/watch?v=tmfkYu4m2jA

Working with the Media

Getting your message across effectively

Be proactive

- Establish relationships
- Use them as a resource, not always an enemy
- Develop key messages and pitch ideas

Being Interviewed by the media

Soundbites

- Usually less than 10 seconds
- Usually contains emotion/reaction rather than facts
- Sometimes “over-simplified”

Tips on Soundbites

- Try not to repeat the question
- Try to stick to your key messages, answer media questions without the “negatives”
- State only what you know, get back to the media on what you don’t

45 minutes of interview broken down to 3 minutes

http://khon2.com/2013/09/26/kauai-murder-victim-identified-34-years-later/

Questions and Answers

Words of wisdom?