



Governor Palin's Communication Scorecard

From The Communication Center, Washington, D.C.

About the Scorecard

As we enter the home stretch of the Presidential campaign, the public is paying particular attention to the communication styles of Presidential and Vice Presidential candidates. The Communication Center has steadfastly maintained a non-partisan approach to our communication consulting throughout our 25-year history, but we'd like to offer our "Candidate Communication Scorecard" as our way of participating in the excitement of the Presidential race.

It's our hope that by highlighting the communication triumphs and challenges of two talented communicators at the top of their party's tickets, we can continue to offer counsel and encouragement to individuals interested in improving their abilities to become compelling communicators.

Sarah Palin Address to Republican National Convention:

September 3, 2008

St. Paul, MN.

Overall Communication Grade: 9 ★★★★★★★★
(Out of 10 stars)

It's been pointed out that Sarah Palin's approval ratings as Governor of Alaska are among the highest in the country- if not the highest. After her acceptance speech it is easy to see why.

A very good job under very stressful circumstances. Gov. Palin is an entertaining speaker with a kind of energy not typically seen in political speeches.

This is how "unknown" candidates become well known in the space of one half-hour. It appears the upcoming vice-presidential debate may be more eagerly awaited than the presidential debates.

Best Moment: 9 ★★★★★★★★

There were many high points in the speech, but we pick the joke about hockey moms (The punchline was "lipstick") because it appears it was a spontaneous thought on her part. The crowd loved it.

Needs Improvement: 7 ★★★★★★

No one will likely remember the few moments when Gov Palin relied a bit too much on the teleprompter- most noticeable when she looked straight ahead. A bit more finesse on the transitions from screen-to-screen (left, right, and directly ahead) would have made a great speech even better.

Criteria

Messaging

9 ★★★★★★

Three main messages, all skillfully delivered:

Introduce herself and her family to the country; talk about her political accomplishments; and make the case for John McCain.

As an added bonus, her attacks on the Democratic ticket were delivered with humor and a smile. Mayor Giuliani attempted to do the same thing in his speech but came off a bit more strident.

Delivery

8 ★★★★★★

Gov. Palin has a remarkable way of transitioning from personal remarks as she introduces her family into policy statements on energy policy without missing a beat. The crowd's enthusiasm was apparent on television and caused Gov. Palin to repeat a few lines.

She clearly enjoyed herself on the podium, which is the key for anyone looking to improve their own delivery.

Tone

9 ★★★★★★

It seems to be almost impossible to do, but at various times in the speech we noted "funny," "tough," "mocking," "thoughtful," and "mom" all in the same speech. Quite the trick. She has a plain spoken charm and appeal.

We often hear VP candidates described as having the "attack dog" job in the campaign. Apparently attack dogs can have a softer edge as well.

Audience Connection **8** ★★★★★★

Two audiences: in the arena in St. Paul, Minnesota, and those watching at home. We can't imagine anyone attending the speech in person wasn't excited by Gov. Palin's remarks based on what we observed. Special attention was paid to the

"hockey moms" who have apparently trumped "soccer moms" as an audience of note in this election.

We imagine the television audience was equally impressed with Gov. Palin's speaking ability.

Storytelling

7★ ★ ★ ★ ★ ★ ★

Several "asides," rather than actual "stories" were peppered throughout the speech. They were delivered well and added color to the speech in a dramatic way: selling the luxury plane on Ebay; her kids missing the private chef; the fellow captive's memories of watching McCain through the peephole in his cell. Yes, a speaker is delivering words- but those word pictures are an effective way to deliver lots of emotional impact in a short period of time. We'd like to hear more.

Wow Factor

9★ ★ ★ ★ ★ ★ ★ ★ ★

The "wow" factor for us was Gov. Palin's family in their seats and later on stage. You can't beat pictures like that. Our very favorite: the young daughter licking her hands and smoothing her sleeping baby brother's hair. You can't beat cute kids.



Led by Susan Peterson, a veteran network correspondent for CBS and NBC News, The Communication Center is a nationally recognized leader in communication coaching and consulting since 1983. Our expert team of coaches and consultants deliver highly interactive, custom-designed media and presentation coaching across the country.

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