Public Speaking Tips

Remember the 3 A's

Know your AUDIENCE - who do they associate themselves with, what do they think about themselves

ANALYSIS - when presenting your topic start with the common ground between you and your audience, make them comfortable with what you saying by saying things they probably agree with. When there comfortable try and take the topic to the message you really want them to hear, push further than there current way of thinking.

Conclude with an ACTION - give the audience something to do something to work on. Present a range of actions, not everybody can commit to the same level, remember the smallest action is still positives and can lead to further action down the road. Be patient know that your audience will not be as committed as you, if they were then they would be giving the presentation not you. Movements take time and every little step helps make it go faster.

The Media

They will never be your friend
Don't turn them into an enemy - you will need them

Always stay calm when taking to the media
May not be a good idea to have someone from your group who is aggressive or hot tempered speak to the media
Remember they have the power, the control the information flow
Never tell them or let them think that you think they're: Wrong, Bias, Dumb, and Unfair
When speaking to them about the coverage try to use words like: Fair, Balanced, and Neutral

The journalist does not care about the corporate structure of the company
The journalist feels that they are being fair
Respect the journalists work
Deadlines

The Journalist is overworked

Persistence is needed to get coverage, but, annoyance can kill your movement
All contact with the media must be cleared with the entire group

4 things to know

- What makes a story
- How the news room works
- What the journalist needs
- Deadline

What makes a story

- Only pitch a story that they can use
- Must be localized, give the local angel
- TV needs to have a visual
- Bring them the visual, create the visual

How the news room works

- Understand there newsroom
- Who reports to whom
- Who makes the decisions
- Separate the news department from the editorial page
- Tailor your story to the correct department and pitch it to the correct department
- One department does not have control over the other; they do not care what the other one said
- Know who might take your story and why the might take it.

What the journalist needs

There are three levels of coverage

Level 1 - your talking points
  - use bullets
  - never more than 5

Level 2 - the summary

Level 3 - in depth document
  - never lead with this
  - give to journalist after they express interest in covering the story
  - the journalist will throw the stories with the most reading away immediately, they do not have time to skim in depth information and would rather it
  - not on the desk at all
Deadlines are insane

The journalist never has time
Your story must be short
The deadline can make the journalist easy to exploit if your story is well prepared for them
Respect their time and schedule
Start quickly, finish quickly, don't try to converse too much with them
Find out what there assignment is, what angle are they there to cover
TV - have 2 or 3 fifteen second sound bytes ready to record
2 facts is the maximum you should give them
   anything thing else will either be cut and seen as a waste of time or be used to distort your message

Letter to the Editor

There is a limit on how will be printed from one side
Stay concise, and then edit it down further
You can not change someone's mind in 150 words, your goal is to: get them thinking or talking
Editors like responses to things they wrote
   respect that they had a limited space and extend there ideas to new points
More people read the letters than the editorials, speaking out or even the news
Make an op-ed request with a local and unique angle

Journalists, Editors, Reports: They are NOT your friend
   they will fake being your friend
   they will pretend to agree with you
   they will lie to make them sound like your friend
When speaking to a member of this group keep repeating in your head "not my friend, not my friend, not my friend"
Journalist = Danger!, Reporter = Danger!, Editor = Danger!

Say it tightly
   don't given them enough words to distort
   don't give them an extra statement
   keep them on your topic
   repeat your points if needed

Misquoted?

Try to resolve issue with reporter
If it is not a damaging misquote use it to build capital
   tell the reporter that they were wrong but be nice and tell them your letting it go this time
Go to there supervisor only as a last resort
Visual Aids

Use caution with visual aids that attract the camera
Multi-group organizations should coordinate media theme
Work with participants to keep them on message
  use one person to speak to groups about this
Tell reporter who is good on camera and when they will speak
Don't give them something that looks silly on TV
Don't give them something that visually can give the wrong message

The face of your movement should be a small group of people
  keep this group fairly consistent
  people who are easy to listen too
  people who are not easily prejudged

Regaining Creditability

Long term
Start with someone who might be on your side - remember they are not your friend
One person with a poorly placed statement can make the whole group look bad

Additional Information

Cause Communications: Basic guides for media work for activists and non-profits.
www.causecommunications.com

Institute for Media, Policy and Civil Society: Toolbox of tips, techniques, and templates for framing
and conducting a media campaign
www.impacs.org/activism/activismkit.html

The Ruckus Society: Media manual.
www.ruckus.org/man/media_manual.html

Z Magazine: Alternative media watch.
www.zmag.org/altmediawatch.htm