

Talking to Strangers

***public speaking & media**

Stories about public speaking / speaking out

Do you remember the first time you spoke up in front of people (whether in person, at school, in your family, or in a post on social media even) about something you cared about or that you wanted to change?

What felt good about it? What was scary about it?

What do you wish you had thought about or known before you spoke up?

When do we speak out?

Spontaneously

Together in a planned period of time (campaign)

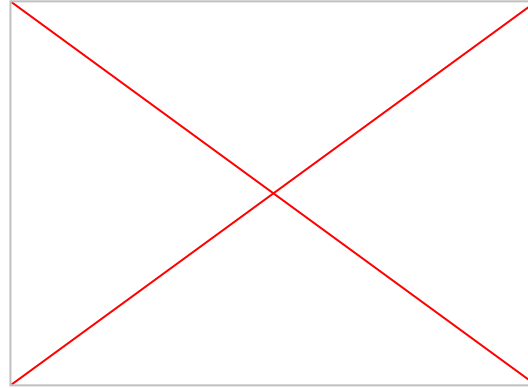
When we have a certain number of people behind us

Before something happens, to prevent it

While something is happening

After something has already happened (witnessing, documenting)

How do we speak out?



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This is really interesting and worth noting, but a lot of political content is produced in the hope it gets shared for free, rather than being ever paid for [twitter.com/BBCBreaking/st...](https://twitter.com/BBCBreaking/status/1181111111)

BBC Breaking News @BBCBreaking
Twitter bans all political advertising, saying the reach of such messages "should be earned, not bought" [bbc.in/332CqYC](https://bbc.com/news/technology-51332323)

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234 people are talking about this



Think Ahead--Making a Plan

1. What are your “sound bites”. Up to 3--what do you want, why, and when?
 - a. Make them appeal to a broad audience and easy to understand
2. Think about what opponents will say **in advance**
 - a. Prepare the audience for what opposition they may hear
 - b. Prepare for the counter arguments with another set of “bites”
3. Stay ON MESSAGE.
4. Repeat your key message over and over. It should be the first and last thing they hear or read you say.
5. Repeat message over and over, because people aren't great at paying attention!

Another Way to Think About Messages

One easy way to organize your message is to think in 3 parts:

PROBLEM-- what is going on and why is it a problem? Who is affected and why should the audience care?

SOLUTION-- a simple, easy to understand proposal. Even if it is proposed in the negative (ex. “Stop jailing immigrant children”), that’s a solution.

ACTION-- while you have their attention, what can people do? Make sure that any steps they need to take are **clear, easy to remember, and accessible**.

PRACTICE TIME

Using the Problem/Solution/Action model, come up with a short speech, letter or post about something you care about.

This is just a quick, 3 min outline. No pressure!

Lingering Questions / Sharing Tools

Even if you have a perfect message, it can be scary (or exhilarating for some) to get in front of people either in person or in the media or even on your own Instagram Story, and tell them how you feel about something important to you.

What are some tips we can share from our own experience on dealing with that nervousness? How can we support people around us or in our movements when they speak out?

Inspiration

What is the best speech you ever heard? Who do you think is the most inspirational public figure, past or present, who spoke out about what they believed?

Send a Youtube clip if you want after the workshop and I can share them all with the notes from today.