
PUBLIC SPEAKING

Three Basic Principles:

1. educate
2. entertain
3. motivate

Ask these questions:

- ▶ Who is the audience?
- ▶ What do they already know?
- ▶ What is the goal?

Guidelines:

- ★ Tell them what you are going to tell them; Tell them; Tell them what you told them.
- ★ Enjoy your audience. Why do you like them?
- ★ Make a personal connection; Tell at least one story; use humor and joy (joy is contagious)
- ★ Manner of speaking:
 - ▶ Enunciate clearly.
 - ▶ Watch pace – Not too fast, not too slow.
 - ▶ Avoid filler words (um, uh).
- ★ Keep the material relevant and on track.
- ★ Explain the political/religious context of your experience: Why is CPT interested and connected to this situation? What was important about your particular response?
- ★ Incorporate scripture.
- ★ Give concrete examples for how listeners can contribute to the work and get involved.

Pitfalls:

- ↘ Watch out if you enjoy hearing yourself speak.
- ↘ Watch for repetition.
- ↘ Don't under estimate the sophistication of the audience.
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Fielding Questions:

- ◆ Listen, listen, listen - acknowledge question, concern.
- ◆ If you don't know the answer (and can't fudge well) simply state that you don't know the answer.
- ◆ Remember that they probably know less than you do.

Learn from your speaking experience:

- Tape your speech and listen to it. If you give it again, what will you do differently?
- Count the number of filler words.
- Time a segment of the speech and ask, "What did I really say during that segment?"
- Ask someone you trust to listen and give you suggestions afterwards; use video feedback when possible.

Slides:

- * Be very selective, fewer rather than more.
- * Each slide should have particular meaning.
- * If the presentation is more artistic with many photos, you don't need to talk about each one.

Materials to carry with you when speaking:

- CPT brochures
- CPT newsletters
- CPC brochures
- Any symbols or "relics" from your trip
- newsletter sign-up sheet
- action photographs or photo album
- fliers /announcements of upcoming events (especially delegation fliers and applications)

Guerrilla Literature Tactics – Some Suggestions

- ◆ Rather than leaving CPT literature on a table off to the side of the group, place a few materials (newsletter, general brochure, delegation fliers, Stoner/Sider booklets, etc.) on every-other-chair before your listeners arrive. It almost all goes home, and it seems to get distributed at 1 per family. And, when it's on the chair, people seem to realize that it is free.
- ◆ If you create a sign-up sheet for more info/involvement on CPT, pass it around on a clipboard with pen while you are speaking. It will sit empty on your display table.
- ◆ If you have a display table, place it in a strategic location, e.g., somewhere between the entry and where people will be sitting. It also helps to make it slightly in the way – then people have to pay attention to it on the way in and out! Also mention what's on the table as you end your talk – advertising does sell!
- ◆ If you have a nice book or map you don't want walking off your display table, write "For Display Only" on a piece of tape and stick it to the cover.
- ◆ If you have any colleges/universities near your home, make sure they always have updated delegation and Corps brochures on their "Jobs/Opportunities" bulletin boards. Leave a set of materials with the career counselor or campus ministry office. At churches, leave at least five copies of the newsletter and the general brochure or annual report in their literature rack.

A Visit to Capitol Hill

- Ask to meet with the Senator or Representative. If not available, ask to meet with a foreign policy staff member or staff director
- Learn the members' committee assignments and where their specialities lie. If your Rep or Senator has seniority, it is likely s/he may be on a committee that has influence on foreign policy, e.g., Armed Services Committee or Foreign Relations Committee.
- If meeting with a staff member, often you'll have about a ½ hour meeting.
- Do your homework. Keep up on his/her voting record. Find out how many CPT supporters are in their district and use that connection to constituency, e.g. "I am here on behalf of X number of CPT supporting congregations in your district who are concerned about Iraqi detainees."
- Go with something to leave – either a report or a bulleted handout (complete with color photos), or a story from NYT on issue.
- Go with a clear sense of what you're asking the senator or rep to do about your concerns. And ask for a response.
- Don't overload the visit with too many issues – just focus on one or two topics.
- During meeting, find something to thank them for (e.g., if they voted in the past in a way with which you agree).
- Make regular contacts. Follow up letters and visits with phone calls. After a visit, be sure to send a note thanking them for their time, and restate the point of your visit briefly in the letter. Every three months, write your own senators/rep on the most recent developments you've witnessed while on project.
- It is also easy to meet with reps/senators from other states. Don't be shy. Some people find it helpful to go with a friend or another CPTer.
- CPT has a regional group in DC that is willing to host people. Also, the International Guest House, run by the Franconia Mennonite Conference, is a fun place to stay (\$30 a night; 202-726-5808).
- It's easy to find cheap flights or a rail sale for around \$100 to DC.
- Don't underestimate a visit in the home district. In fact, it is often possible to have a sit-down meeting with the actual Senator or Rep.
- If a Rep or Senator continually refuses to meet, this can be the basis for civil disobedience.
- Churches are perfect places for small groups to form on peace and justice issues that will go to visit their Congresspersons' offices regularly and maintain a flow of pro-human rights information into their offices. Suggest this to audiences who want to know what to do.