

**INSTRUCTIONS FOR PRESENTATIONS**

**December, 2014**

**Background on our Format**

You will be divided into three groups. Your presentation and part of the discussion will be filmed.

Everyone will receive a copy of his/her filmed interview to review afterwards. It is recommended that you watch the interview at least twice, once with sound and once without, to observe both what you said *and* your body language/physical presentation while you said it.

You have a choice of

* presenting to a panel of legislators,
* being interviewed by a member of the media, or
* speaking out at a public meeting.

**For Legislative Panels:**

Advocates will be called up one at a time.

Each person will give a prepared three minute presentation. You will be timed.

This will be followed by about three minutes of Q & A with the panel of “legislators”. You should expect that this Q & A will provide you opportunity to repeat major frames, but also that your “tough questions” or others may come up. You’ll want your message box and to think about safety phrases.

After the testimony and Q & A, you will have an opportunity to reflect on what went well and what was more challenging, and you will receive feedback from your group members. You will also receive written feedback from the trainers.

**On-Camera Interview:**

You will prepare for a 2-3 minute, one-on-one, on-camera interview. You can expect that the first question will always be a soft introduction which will allow you to make your case in a minute or so. Follow-up questions will follow both from your responses and from common framings or perceptions of the problem you are addressing.

To prepare in advance:

* Message box expressions of the problem and your recommended solutions
* Social math to quantify extent of problem
* Safety and Pivot phrases

After the interview, you will have an opportunity to reflect on what went well and what was more challenging, and you will receive feedback from your group members. You will also receive written feedback from the trainers.

**Public Meeting:**

You will be offered the opportunity to make a public comment at a meeting of the public body of your choice. You should prepare a short statement to make (two to three minutes).

After your statement, the chair of the meeting and members of the audience at the meeting may ask questions. You should anticipate that this will afford you an opportunity to restate your frames and address tough questions. You’ll want your message box and safety phrases.

After the interview, you will have an opportunity to reflect on what went well and what was more challenging, and you will receive feedback from your group members. You will also receive written feedback from the trainers.