

Picture the Homeless Training: Public Speaking

Go-Round: Why do we do public speaking engagements? What are our goals?

Practice: Tell a stereotype about homeless people and why its not true

Discussion: Review questions:

Name some forms of Public speaking that we have all done

What are some ways we represent Picture the homeless?

What are some things we should do when talking to an audience

Why do we always need new blood to step up and represent the group.

Role Play Scenario #1:

Group discussion exercise: watch or listen to a short clip (under ten minutes) of someone giving a public speaking presentation. This can be a Picture the Homeless rep speaking at a church, or it can be Malcolm X at a historic event. Then critique the speech: ask everyone to comment on what was strong about it, and what could have been better.

Announcement

Checkout

Preparations for Presentation: The Jean Rice Method

“I hope that my methods prove helpful in the development of presenters who will enhance the stature and credibility of this organization that I have come to love so dearly.”

Jean Rice, member—PTH Board of Directors and Civil Rights Campaign

BEFORE THE PRESENTATION

1. Know your topic! Research pros and cons. Identify facts and figures to support your position. Are there famous quotes or historical examples that can help bring your words to life?
2. Find out: what is PTH's position with respect to the topic? Remember, you are representing the group, not yourself. If you don't know what PTH's position is, speak with a leader or organizer!
3. Know your audience! A speech before students isn't the same as a speech to a faith-based group or sister and brother grassroots persons.
4. Know your objective(s)! Are you going there to gain allies & donors? Admonish an adversary?
5. Know your timeframe. Preparing for a 2 minute speech is very different from a 30 minute one!
6. Look at your own life! Bring in elements of your own experience, to bring home the fact that this issue really impacts people's lives. Remember to balance personal issues—*this is what happened to me*—with system-wide issues: *this is what's happening to LOTS of people*.
7. Do an outline. What are the main points you want to make, and how will the overall presentation be structured? For each bullet point on the outline, include a sentence or two of summary. It can be as simple as:
 - *Intro*
 - *Thesis*
 - *Conclusion*
8. Practice your presentation within the allotted time frame.
9. Run your first draft by our “brain trust” to ensure: (a) relevance, and (b) credibility.

DURING THE PRESENTATION

10. If there are other speakers, pay attention to what they say! You don't want to repeat something someone else said, and they might say something that you can either build on or disagree with.
11. Read body language! After your intro, take a moment to notice the crowd. Are they paying attention? Nodding their heads?
12. Don't rush. Sound confident, and people will have confidence in you and your message.
13. Ensure that your conclusion is convincing, and induces people to interact with PTH in a clear way or ways. Make it easy for them—say what you want them to do.

Public Speaking Tips

Prepare for the event. Different events require different public speaking styles.

When we get a call for a sound bite for the media or have just a minute or so to speak at a rally, think of the **one** thing that you want your audience to know.

Practice what you are going to say with your colleagues.

Time yourself – you don't want to run out of time before you get to deliver your message.

If you get a call from a reporter, **ask** what the story is about – it will help you frame your message.

Keep it simple. If you get a last minute request and all they need is a quote then be brief and don't stress about having to make a policy speech.

Tell them that you are a **member** of Picture the Homeless. You are **not alone** and you have an organization behind you.

Remember that you are **representing** an organization so be sure to keep your comments related to our campaigns and not your personal opinions.

Connect with your audience. Tell them your name, you can share something personal like I am a mom, I am a carpenter, I am a human being, I grew up in the Bronx, etc.

Relax. You are an expert on what you are talking about.

Focus on the message you want to deliver. Don't let a reporter or someone from the audience distract you with a question. **Finish** what you came to do.

Maintain eye contact – if it is a crowd (like at a rally) find one person out in the crowd

When we **sound** confident people have confidence **in us and our message.** Don't rush through what you want to say.

If you are reading from something you have written, remember to **pause** and **look up** at your audience to emphasize important points

Get your **audience to feel** what you are saying by talking about how you feel. For example, not just that police harassment should stop, but that *we are outraged that the police harass homeless people and we demand that it end.*