

# Preparations for Presentation: The Jean Rice Method

*“I hope that my methods prove helpful in the development of presenters who will enhance the statute 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.