Public Speaking as Organizing

Using the Move to Amend talking points for presentations, press interviews, and one-on-one conversations. Best practices for self-presentation on stage and on camera. Using public talks to strengthen existing affiliates, recruit new members and collaborate with other groups.

Public Speaking as an Organizing Tool

Collaborate with other groups

- Rallies, street corners
- Forums, Conferences, Teach-ins
- Citizen Hearings
- Public Hearings

Strengthen existing affiliates

- Education (info/strategies)
- Inspiration
- Training

Recruit new members

- Schedule talks to groups that have regular programs [senior (included retired labor), library, service (Rotary, Kiwanis, Lions), etc.
- Talks to high schools and colleges
- Talks/testimony before public bodies (regulatory agencies, municipal councils, state legislatures)
- Means to demonstrate competence
Introduction to Public Narrative

What is Public Narrative?

The public narrative combines a story of self, a story of us, and a story of now. A **“story of self”** tells why you have been called to serve.

The key focus is on choice points, moments in our lives when our values become real when we have to choose in the face of uncertainty. When did you first care about being heard, about concern with others, about abuses of power?

A **“story of us”** communicates why our community is called to act, and why we have the capacity to lead.

The key is to focus on telling a story about specific people and specific moments of choice or action that shaped your community. Tell a story that invites others to join you in this community.

A **“story of now”** communicates the urgent challenge we are called upon to face now.

The “story of now” focuses on the challenge that requires action, the hope for that action, and the choice we are calling upon others to make.

Move to Amend Talking Points

- Corporate Personhood Talking Points
- Corporate Hijacking of the US Constitution
- Ending Fossil Fuel Use is Linked to Ending Corporate Constitutional Rights Abuse
- Do We Need a Constitutional Amendment Now that the Green New Deal Has Been Introduced?

Talking Points for Conservatives

*additional talking points can be found at [https://www.movetoamend.org/education-kit](https://www.movetoamend.org/education-kit)

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1 Originally adapted from the works of Marshall Ganz of Harvard University and modified by Michele Rudy
Practice Developing Your Public Narrative

What is the change you want to make in the world: your story of now?

Why are you called to make that change: what specific experiences have shaped your story of self?

What personal story can you tell that will help others understand why you want to make that change?

| CHALLENGE: | CHOICE: | OUTCOME: |
1. The Best Presentations Feel Like Conversations
Never ignore the opportunity to foster interactions with the audience. For example, if a question pops up in the middle of your presentation, seize the opportunity to address it even if you would have covered it later in the presentation.

2. Have A Contingency Plan In Mind
What if your PowerPoint presentation fails? What if your meeting runs long and you have only a few minutes to speak? Try to think through different scenarios in advance so that you are prepared to confront the situation should something unexpected occurs.

3. Practice A Lot
The more you practice the better you will do when in front of an audience.

4. Always Repeat Yourself
Develop a structure that allows you to repeat and reinforce key points. For example, start by explaining a point, then give examples of how that point can be applied, and finish by providing the audience with action steps they can take based on that point.

5. Always Run Short
Respecting your audience's time and ending early fosters goodwill. An added bonus is that it forces you to hone your presentation to concentrate on your core message.

6. Know your audience
Prep with a person from the group if possible to learn about interests, concerns, demographics, etc.

MTA Specific Tips

1. Acknowledge: Paradox of topic – It’s complicated but also simple

2. Reassure: You don’t have to be a legal expert to speak out and become active – we all have PhDs in what it’s like to live in an oligarchy/plutocracy and under corporate rule


4. Focus: Problem(s) = lack of real democracy/corp rights/destruction of environment/money as speech. Solution = MTA / creating an authentic democracy movement

5. Emphasize: Building a diverse democracy movement in order to pass the We the People Amendment which would abolish corporate first amendment free speech rights and all other never-intended corporate rights.

6. Asks: Sign the petition, connect with social media (say you were here), help/start an affiliate, reach out to your networks for endorsements, donate, etc