

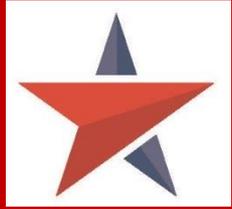


# **Leadership Training**

## **1/7/2023**

### ***Public Communications***

**Email/Texting, Website, Newsletter, Social  
Media, Letter Writing, Verbal Advocacy**

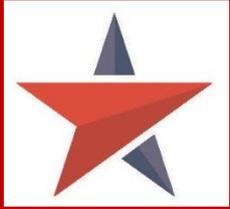


# Public Communications

**At any given time, depending on who you talk to, you will be advised that:**

- **Newsletters are archaic**
- **Email/texting is cumbersome & counterproductive**
- **Websites are obsolete**
- **All social media is dangerous, and, in addition can open you to embarrassment if and when your account is blocked**
- **Letter writing is useless**
- **Verbal advocacy should be left to the professionals.**

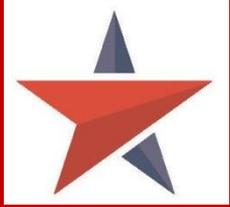
**None of which is true if you use each specified media for its designed purposes.**



# Public Communications

**Let's first address what they're designed to do.**

- **Newsletter:**
  - Report on items of current interest.
  - Announce details concerning your club's next meeting/event.
- **Email/Texting:** Communicate directly to your club members usually on items of immediate interest.
- **Website:**
  - Introduce your club to the world at large.
  - Announce items of immediate interest.
  - Provide immediate access to materials you wish to share.
- **Social Media:** Communicate on items of immediate interest.
- **Letter Writing:** Communicate with politicians, businesses and major media concerning specific issues of immediate interest.
- **Verbal Advocacy:** Speak up in public on a matter of public interest.

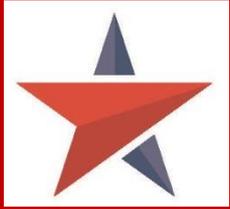


# Public Communications

You might note there's a time factor here.

- Newsletters should be seen as a *temporary* resource to announce and report current events, each new volume replaced in toto by its successor.
- Email/texting should be viewed as personal communication between your club and its members and/or supporters usually on items of immediate interest.
- Websites should be viewed as *permanent* resource for communicating with your members and storing the info your members may need to retrieve. It can also be used for online payments for your meetings & fundraisers.
- Social Media should be viewed as *ephemeral*, on-line commentary.
- Letter writing should be geared to a specific issue
- Verbal advocacy ranges from prepared presentations to on-the-spot interviews but again should be directed to a single issue.

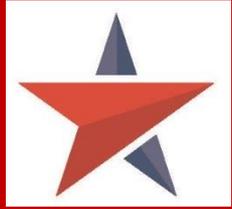
***Despite this time factor, be warned: Once sent or published on the web, your submissions enter the public domain, and anything within them can come back to bite you or your club. Always publish with reasonable caution.***



# Newsletter

**Once the only means for communicating with your club members, the club newsletter was used to announce meetings, events and speakers and to report on other items of immediate interest to club members. These are still its most important functions.**

**Please note: some clubs are now using email and texting for all of their announcements while other newsletter functions such as the publication of club officer contact info have been moved to the club's website. Although the club newsletter remains the only published resource by which a club may communicate with its members that do NOT have computer access, this last factor is rapidly becoming irrelevant.**

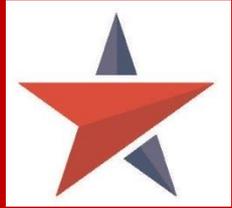


## **Newsletter – To Mail or Not**

**Traditionally a print medium, the club newsletter once was mailed every month to all club members. As email became commonplace and the postal service continued to raise its rates, clubs found the cost of mailing their newsletters prohibitive especially when they could be sent out for free via email.**

**For clubs still mailing newsletters: 4-5, 8-1/2x11” pages can be mailed with a single first-class stamp. Try to print on both sides to keep costs down.**

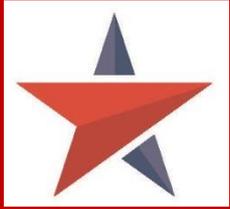
**Except for those members who have no email services, we recommend clubs send out their newsletters via email and, for ease of reference, also publish them on your club’s website.**



# **Beware – Most Emailed Newsletters Are NEVER Opened**

**Mailchimp, a mass email marketer, tracks whether or not the emails and email attachments sent are opened by the recipients. Per two recent reports, only 7% of recipients bothered to click on a newsletter attachment. Only 48% actually opened the email. Why?**

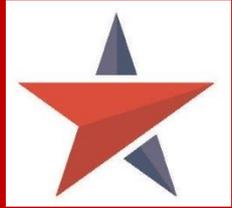
- No longer limited by mailing cost constraints, club newsletters have become bloated. Members simply don't have the time to read them.**
- Content is repetitive. Monthly committee reports belong in executive board meetings unless there's something new and exciting to report to the club's membership at large.**
- Information pages such as how to contact your city's elected officials more properly belong on the club's website where they can be easily accessed.**



## **Newsletter Content**

**What properly belongs in a newsletter:**

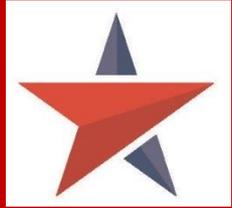
- **The monthly meeting notice**
- **A president's message announcing & encouraging participation in club activities**
- **Heads up notice regarding future events**
- **Human interest info on your club members – birthdays, short bios**
- **A calendar of recommended activities for the month...**



## **Newsletter Content (Continued)**

**What properly belongs in a newsletter (continued):**

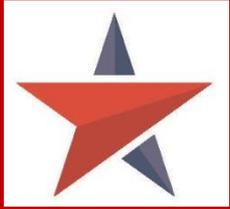
- An editorial on current events**
- Officer & committee reports only if announcing something specific: e.g., voting registration opportunities/results; event registration deadlines; something new and concerning in our schools.**
- Contact info for your club's executive committee.**
- New member signup form (encourage your members to carry a copy with them at all times)**



## Newsletter Content

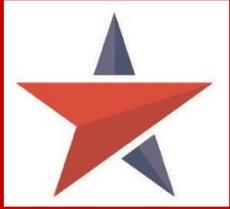
### **What NOT to include in your newsletter:**

- **Unauthorized copyrighted material of any kind. Current law allows the award of up to \$10,000/violation computed on number of people receiving the offending document. That would be \$400,000 for a 40-member club's newsletter.**
- **Any content that is obscene or racist, sexist, homophobic, Islamophobic, anti-Semitic, etc. (You know the list.) If you have any concerns regarding any particular reference, consult your club officers and/or RWCSDC's Newsletter Chair.**



## Newsletter Summary

- **Huge newsletters are counter-productive. Less than 1 in ten people even bother to open them.**
- **Limit your newsletter to report items of current interest to your members.**
- **Publish your newsletter via email and posting to your website. Mail only to your members who have no email.**
- **Never publish copyrighted or generally objectionable material.**

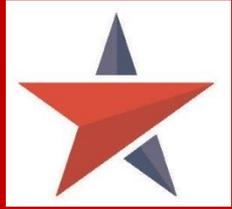


# Email/Texting

**Email and texting are two methods for doing the same thing – directly communicating with your members. They are typically used to announce upcoming events and provide links into other information you wish to share. Both have their proponents and detractors. Both require you to maintain your club members’ email addresses and phone numbers in a readily retrievable roster.**

**Texts are typically considered to be more immediate. If you have 50 club members or more, do take advantage of one of the email/texting services (e.g., Mailchimp) that will normally protect you from charges of spamming and provide a safe platform for your outgoing notices.**

**Please note: Do not use email to communicate with your legislators even if via their “Contact” page on their websites. Same holds true for any online or email “petition”. Most legislators (and more importantly, their staffs) view these emails as little more than spam which are frequently deleted without reading.**



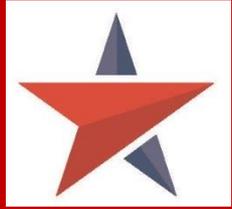
## **Email – Speaking of Spam...**

**A new development showed up during this last election cycle. Google began marking as “spam” conservative group emails such as those we would send to our members. As some email providers, e.g., Cox, do not forward spam emails to computer email handlers such as Outlook by default, these emails were effectively hidden from the desired recipients.**

**Once these practices were discovered, Cox for one helped us change their default settings, although we could only find these emails in our home computers’ junk or trash folders. Awkward but workable.**

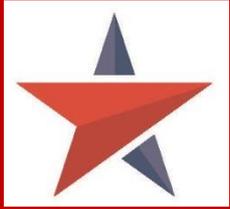
**Google, of course, swears that their practice had nothing to do with their political contents...and shortly thereafter stopped marking our emails as spam.**

**The problem appears to be fixed for the moment but expect something similar to reappear as the 2024 election cycle heats up.**



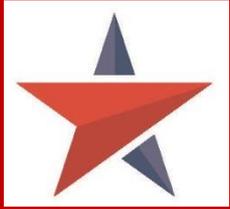
## **Email/Texting Replacing Newsletters**

**As mentioned above, email/texting is frequently used to make those club announcements traditionally made through the club newsletter. It does appear that the newsletter is slowly being phased out. Do remember, not all of your club members currently use either email or texting or have web access of any kind. Before getting rid of your newsletter in favor of electronic media, assess how this move will affect your club's membership and plan accordingly.**



## Email/Texting – Summary

- **Email/Texting is a means of communicating directly with your members**
- **Do not use email to communicate with your legislators – on whether or not this restriction also applies to texting, the jury is still out.**
- **Email/texting is taking over many of the functions previously published in your club’s newsletter. Indeed, some clubs have dispensed with the newsletter entirely. Before doing so, make sure all of your members have email access and are comfortable in using it.**

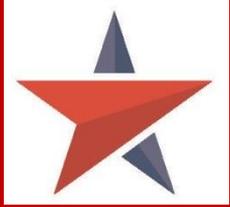


# Website

**Websites have become the “go to” means of introducing organizations to the internet which has become the world’s primary resource for research and marketing.**

**Don’t confuse websites with social media, although some websites are social media. Websites provide a means of introducing your club to potential members while, at the same time, providing an accessible repository of club information and upcoming events for your members.**

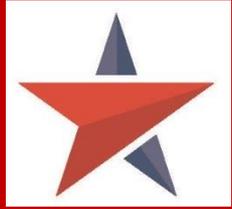
**Every club should have its own website, even if it’s a single-page “freebie” from GoDaddy or one of a number of other pre-packaged site sellers.**



# Website – Preparation

**Before putting your website together, you'd be wise to:**

- 1. Decide, generally, what you'd like to see on your website**
- 2. Decide if you'd like to accept payments on your website**
- 3. Find a webmaster – ideally someone with enough expertise to walk you through the rest of the process.**

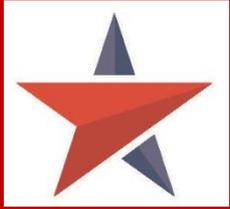


# Website – The Webmaster

**Whether your website design is simple or complicated, it's best to set it up under the supervision of someone who knows what they're doing and can help you through the process of:**

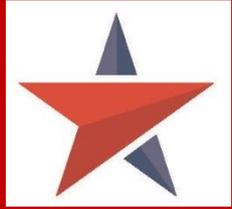
- **Identifying your requirements**
- **Designing your site**
- **Selecting a provider**
- **Buying your domain**
- **Maintaining your site over the long term**

**That is the job of your webmaster.**



## Website – Pre-Packaged Websites

**A number of domain companies are now offering prepackaged websites that allow you to put together a basic website and maintain it. Some of these could be completely adequate to your club's purpose. Do be advised, some of these can be quite expensive if/when customer chooses to upgrade the basic "free" package.**

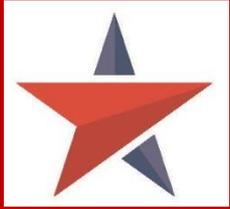


## **Website – Selecting a Provider**

**If you are not going with a pre-packaged website (the company selling it is technically your provider), you must select an Internet Service Provider (ISP), also known as a host. The host stores your internet files and links those files to the Internet so the Internet can see your website.**

**This service is extremely technical, requires expert, 24/7 supervision and customer support. DO NOT attempt to do it yourself or let your club “techie” provide it for you. Your webmaster should already be working with a provider to host other sites under his/her supervision. Go with your webmaster’s recommendation.**

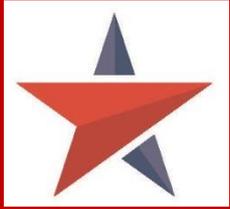
**As a minimum, make sure your provider can support your pages, your unique domain, and email services. Your webmaster will need to verify that provider also supports the programming language(s) and/or databases your webmaster will use to create any unique programming for your site.**



# Website – Your Domain

Your domain is the name/address used to find your site on the Internet. It is sometimes called an URL. To work, it must be registered with the international internet service agency and linked into the web. This process, called propagation, normally takes 24-48 hours. There's no rushing it, so don't demand it when setting up your site. Some other things:

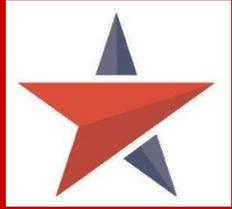
- Select a descriptive, easy to remember domain name. For your club, choose the .org extension. (Please do not use .com, as that is supposed to be reserved for commercial sites).
- Check with [www.whois.com](http://www.whois.com) to make sure your domain's name is available.
- You will have to purchase your domain. Most providers sell them, sometimes at inflated prices; sometimes at a discount. Check GoDaddy.com for a price comparison, but preferably purchase from your provider if they're not gouging you. Otherwise you'll see a further delay in propagation when the domain is moved to your provider and some providers charge more for hosting your domain over and above their normal charges.
- Once you've got your domain, print it on all of your club's literature: business cards, pamphlets, newsletters, etc. This address is how the rest of the world finds you.



# Website – Maintaining Your Site

**Once your club has a working website, your club will need to keep it relevant and timely. Usually this is a two-person process:**

- **A club web manager who should:**
  - Regularly (preferably monthly) review your site to see it's fully operational and any and all obsolete materials have been removed
  - Obtain any e-ready documents (such as your club's monthly newsletter) or photos that need to be uploaded to the site
  - Consult with your club's president to identify any new or changing requirements.
  - Act as liaison with your club's webmaster
- **The club webmaster who will make all physical changes to your site.**

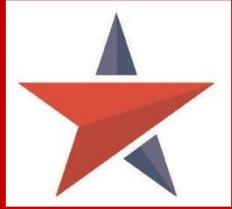


## Website – Site Redesign

**Like skirt lengths and high heels, web designs fall in and out of fashion. Although your club’s site may continue to meet your club’s needs, remember it also serves as your club’s “first impression” to the world and will, over time, become stale or simply old.**

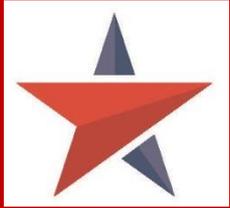
***Don’t fire your webmaster.***

**Any webmaster worth his/her salt can refashion your design to meet most of your requirements. If you’ve had a good relationship, discuss a redesign and, if possible, sit down with him/her to review other websites. Together you should be able to finalize a new and exciting design without having to go through the entire startup process again.**



## Website – Summary

- **Websites are one of the most powerful and versatile tools available to your club. Every club should have one.**
- **When first setting up your site, consult with a qualified webmaster. Whether or not you choose to employ their services for the duration, he/she should advise you on how best to meet your own club's specific requirements.**
- **Do not attempt to host your club's website privately. You are unlikely to have the skill or resources necessary to do so successfully.**
- **Remember your website will be your club's first introduction to many of your prospective members. Keep it relative and timely.**

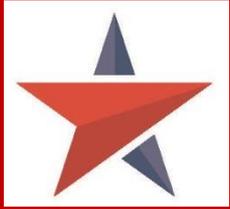


# Social Media

**Social media refers to any platform that encourages its users to post and/or share any of the following:**

- **Personal commentary**
- **Images**
- **Videos**
- **Links into favorite articles and/or websites.**

**Note: If your website hosts a blog, it is technically social media.**

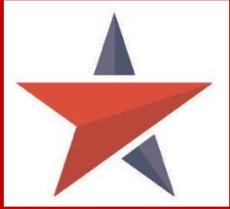


# Social Media – Primary Providers

Now in 2023, more than 4 billion people use social media websites. You've probably heard of the following:

- Google – 4 Billion users – primarily viewed as a search engine and email provider it has entered the social media arena by censoring and/or prioritizing search results
- Facebook – 2.9 Billion users – by far the most popular of the traditional social media sites:
- TikTok – approx. 1 Billion members. Video sharing, political commentary, shopping and searches. Rapidly overcoming Google as world's primary search engine. Reports all content to Chinese Communist party. **Believed to be a national security threat.**
- Instagram: Photo & video sharing. Owned by FB. 300M members.
- LinkedIn: Business & professional networking. 200M members.
- Twitter: Micro-blogging where users post and interact with messages known as "tweets." Approx. 650M followers.
- TruthSocial: President Trump's Twitter replacement. Approx. 2M users.
- YouTube.com: Short informational videos.

Please note, all of the above now participate in e-marketing which is why we see so many ads on these sites. Too, please note that the companies selling things on these sites presumably pay a fee to the sites hosting them, contributing to the sites' revenue streams.

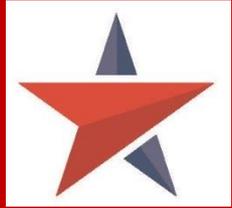


# Social Media – Definitions

**Social media use some words assigned special meanings. Let's throw out some definitions here:**

- **Blog – once known as a bulletin board, blogs are programs that allow anyone who has signed up to join them to post comments and responses.**
- **Micro-blogging – blog comments limited by the host to a small number of words or characters.**
- **Network – people joined together via a social media site**
- **Networking – reaching out and communicating with people of like interests**
- **Sharing – uploading of documents and/or photos so that people within your network can access them**
- **Social media – any internet site that allows people to network, share and blog.**

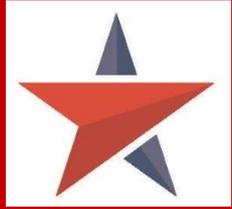
***If your website supports a blog, it is social media.***



# **Social Media – Controlling the Discourse**

**Providers of social media have become exceptionally powerful. How so?**

- **By prioritizing search results, they can limit access to sites or posts they consider “misinformation.”**
- **By exercising control over the content of user posts, they can restrict conversation on their networks to support only those beliefs they believe to be general and uncontroversial – i.e., helpful.**
- **By limiting political advertising to groups supporting their beliefs, they control what messages can be broadcast to their users**
- **Through complex algorithms they can identify persuadable voters and how best to persuade.**
- **They can share these lists with political operatives who share their beliefs.**



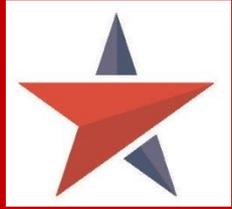
# Social Media – Beware TikTok

A special word of warning here...

## **TIKTOK IS DANGEROUS!!!**

- It has known connections to the Chinese Communist Party
- It is collecting personal data on all of its users
- It is directing its users to anti-U.S. propaganda and anti-Republican content
- It is geared at corrupting non-Chinese youth (Chinese users see totally different content.)
- **It is recognized as a national security threat.**

**Remove it from all of your devices and tell your friends and relatives to remove it from theirs.**

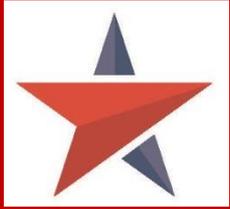


# **Social Media – Political Correctness**

**At the heart of all social media algorithms used to identify restricted comment and persuadability are specific words defined to be helpful or harmful to a specific position or interest group. User and advertising posts are reviewed to see if any of these words appear within the posts, and the posts are judged accordingly.**

**Political Correctness (Woke) – a movement begun in liberal universities to control the use of language to support liberal causes – has set its stamp on what language is acceptable and what is not. Most social media programmers are graduates of these colleges and accept as unassailable the prejudices masked as Truth under this discipline. Understandably when they program their algorithms, the algorithms, too, reflect these prejudices.**

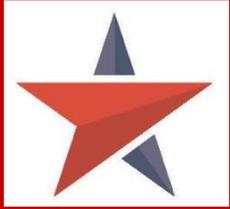
**Consequently, conservative and Republican commentary is frequently censored and/or banned from social media that, when confronted, claim honestly that their algorithms are not biased in any way. They, frankly, do not and cannot recognize the bias.**



## Social Media – The “Big 3”

**Sadly, for us Republicans, the oldest and largest social media sites (Facebook and, until recently, Twitter) are owned and run by extremely liberal individuals who not only fail to recognize their anti-conservative bias but also fail to recognize it as censorship as, until recently, they failed to recognize any problem in sharing their lists with their liberal friends (e.g., the Democratic Party). Added to this is the Google browser near-monopoly that has equated “Republican” with “Nazi” in its search criteria and regularly puts liberal positions on any issue at the top of any search results.**

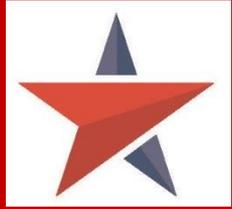
***Until recently, this “Big 3” – Google, Facebook & Twitter – maintained a stranglehold on conservative speech in social media. Sadly, TikTok has now replaced Twitter within this hierarchy.***



## **Social Media – A RWC Response**

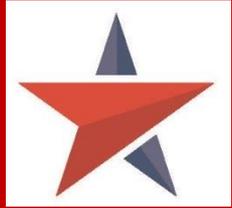
**How do we counteract the built-in bias in social media in what is the “Big 3”?**

- **Post regularly and often on Facebook and Twitter with the understanding that the former site’s algorithms are biased against you and that every post you make may be reviewed by people totally against you and looking for a reason to report you**
- **If you are banned, protest it -- first to the company hosting your posts; next to the press if the company refuses to reinstate you**
- **Constantly look for and use alternative social media sites to express our message. For instance, post a pattern promoting your favorite candidate on a knitting site.**



## **Social Media – Can't We Just Avoid the "Big 3"?**

**Unfortunately not...not if you wish to communicate with your desired audience. Conservative and uncensored alternatives remain on the sideline with few subscribers to date. Most potential members looking for a conservative forum, will try out Facebook or Twitter first.**



# **Social Media – What are the Alternatives?**

**A number of sites have recently appeared...these appear to be the top contenders:**

**Facebook Replacements:**

**Gab.com**

**Parler.com**

**Twitter Replacement:**

**Gettr.com**

**TruthSocial.com (President Trump)**

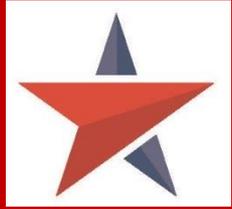
**Twitter (Elon Musk)**

**YouTube Replacements:**

**FrankSpeech.com (Mike Lindell)**

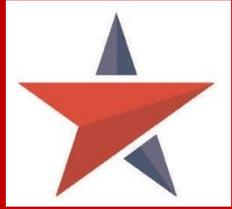
**Rumble.com**

**With the exception of Twitter, none of the above have sizeable user counts, at most in the millions, none in the billions.**



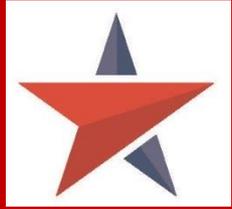
## **Social Media – Truth Social**

**February 2022, Donald Trump launched his Truth Social network, meant to counteract the impact of liberal bias and censorship. In combination with an advertising blitz and the vocal support of many popular conservatives, it garnered approx. 2 million users within its first two months of operation, an impressive startup. However, it appears to have stalled. In September it saw a total of approx. 9 million visits while Twitter (its main competitor) saw 6.8 billion. Too, despite its mandate to permit all political speech, non-conservatives appear to be avoiding it big time with numerous demographics swearing they will never use it. With these challenges, it seems destined to become a conservative-only platform, but a safe place for we conservatives to preach to the choir.**



## **Social Media – Twitter under Musk**

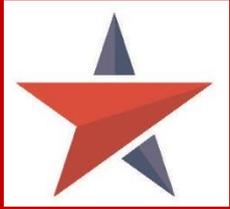
**On October 28, 2022, Elan Musk completed his purchase of Twitter, much to the consternation of the Left. He shortly thereafter began cleaning house with several mass firings and the reopening of many previously suspended accounts. He then threw everyone into a tizzy when he began releasing the emails among former Twitter executives concerning who and why they banned some accounts and their response to the release of the Hunter laptop story. Where this leads remains an unknown, but many members of the Left are now treating Musk in much the same way they treated President Trump. For the moment it remains the foremost social media organ for general commentary.**



## **Social Media – Setup**

**Unless and until some conservative companies are organized to compete with the “Big 3”, we must use them for immediate messaging. Each social media site walks you through fairly simple procedures to set up your initial account. What you need to decide before you do so is how public you want to be.**

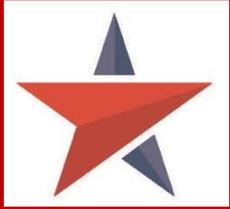
**Most sites offer various privacy levels. Both Facebook & Twitter allow you to identify exactly who can read and respond to your posts by limiting access to your account to those you specifically invite to join it. This is, of course, helpful on one level – blocking out any hostile posts – but is counterproductive if you wish to reach out to larger community. A possible solution: set up two accounts – one secret and one public – to communicate among your own what you immediately need to communicate and speak to the outside world what you’d like to make public.**



## **Social Media – Content**

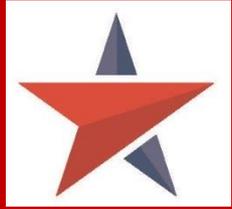
**It's tempting to use social media to comment on every facet of your personal life, much less your club's. It also can be irritating to those who receive your email alerts. Instead of glutting their email inboxes, please limit your posts to:**

- **Publicizing your club's events and any other Republican event attended by your members**
- **Announcing your club's support of any particular position. (Be prepared to defend it.)**
- **Setting up a demonstration or protest in support or against any governmental policy**
- **Photos of your ladies at these events**
- **Re-posts/re-tweets of items you find particularly compelling or insightful.**



# Social Media – Summary

- **Social media is currently controlled by the “Big 3” companies that have a strong progressive bias.**
- **For the time being we must use the “Big 3” to reach the largest audience.**
- **If banned from any of them, fight your expulsion.**
- **Several conservative social media sites are currently fighting for market share – check them out.**
- **Preferably set up two accounts each on Facebook and Twitter: one public, and one as private as you can make it.**
- **Limit your content to Republican events and causes.**

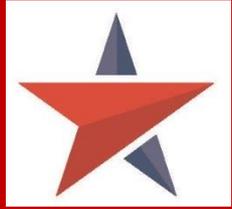


# Letter Writing

**As political activists, most of us have, at some time, written a letter to a sitting legislator or our local newspaper. Frankly, most of these letters are never answered, and we're left with the impression that our effort was wasted.**

**NOTHING COULD BE FURTHER FROM THE TRUTH!**

**That letter or postcard, be it typed or hand-written, yet signed with your own signature, is possibly the single-most effective method of gaining the attention of the rich and powerful. In fact, not too long ago, a single stamped letter was considered to be the equivalent of 10,000 phone calls or any other form of political contact! Stamped and signed letters do command attention.**

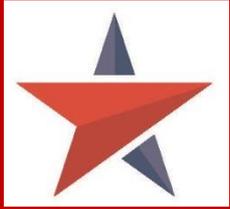


## **Letter Writing – AKA “Snail Mail”**

**Yes, we’re talking “snail” mail here, although if you’re writing to a major newspaper, you may be required to submit your letter via a form on their website.**

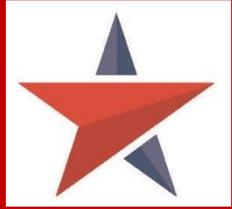
**Please be advised, do not waste your time on one of the contact pages provided by your politicians. Same holds true for any online petitions, sponsored email campaigns, and supposed online opinion surveys. Many of these are primarily designed to gather your contact info for future fundraising while discarding any other info you send them.**

**Make a phone call if the need is immediate, otherwise write your letter to his or her office address. The same rule applies if you wish to express your concerns to a business leader.**



# Letter Writing – Rules

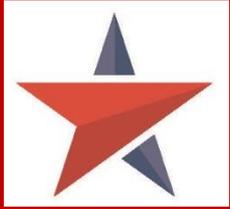
- 1. Be sure you have the right mailing address and have spelled your recipient's name correctly.**
- 2. Be polite.**
- 3. Address a single issue – no matter how much is on your mind at a given time. If you feel you must speak on several issues, write a separate letter for each one.**
- 4. Keep it short. Letters of more than one page are typically tossed without being read. Most newspapers publish a max word count for any letter you want to see published.**
- 5. Keep it timely. Unless you have hopes of igniting a new campaign or changing a woke CEO's decision, write about items being considered, not those already decided by vote or fiat.**



# Letter Writing – Campaigns

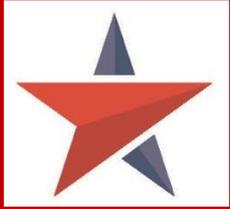
**We're sometimes inspired to start a letter-writing campaign by asking our fellow club members to write letters on a given topic. This can be extremely effective but only if you follow the following guidelines:**

- **Provide stamped envelopes or postcards if your club is so inclined, but do not stuff more than one letter into a single envelope. Envelopes should be as bland as possible. Avoid color coding them. Again, address, stamp and mail each letter separately for maximum impact.**
- **Do not provide a “sample” letter to cover the issue in question. At most provide a short description of the issue and the mailing address of the person you wish your members to contact. Our ladies are smart enough to write their own comments, and the people receiving your letter are smart enough to recognize and quickly discard any boiler-plate.**



# Letter Writing – Summary

- 1. Letter writing is the single, most-effective means for communicating with any politician and/or your local newspaper.**
- 2. Limit your remarks to a single subject.**
- 3. Keep your letter under a page in length.**
- 4. Be polite. Be pithy.**
- 5. If writing to a newspaper, follow their instructions for letter submission.**
- 6. If mounting a letter campaign...**
  - A. Provide a topic but not a sample letter**
  - B. Address, stamp and mail each letter separately**
  - C. Avoid distinctive markings or colors on your envelopes or postcards.**

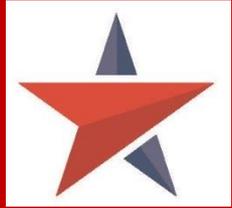


# Verbal Advocacy

**As political activists, at one time or another we will...**

- **Be asked to speak on an issue at one of our local club meetings**
- **Participate in a phone bank**
- **Walk a precinct (and talk to those who are at home)**
- **Sit a fair booth**
- **Phone our local legislator**
- **Speak out a public meeting**
- **Call a talk-radio station**
- **Find ourselves being interviewed by a local radio station**
- **Be asked to explain our political position(s) to a friend.**

**All of these are examples of verbal advocacy.**

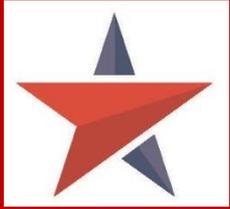


## **Verbal Advocacy – The Fear Factor**

**Of all forms of public communication, this is the one that most intimidates us and leaves some of us literally sick to our stomachs. It's not easy contacting your congressman or standing up in front of a group of people or suddenly finding yourself being buttonholed by a local news reporter.**

**We can only assure you that it does grow easier over time, and that the more you participate, the easier it will get. To get over your jitters (or at least make them manageable) we strongly recommend you take advantage of any opportunity to speak in public.**

**One of the best ways to do this is to check out your local Toastmasters group. They're thick on the ground here in San Diego. Their website, [www.toastmasters.org](http://www.toastmasters.org), lists 96 clubs within a 25-mile radius, including 5 in Tijuana.**



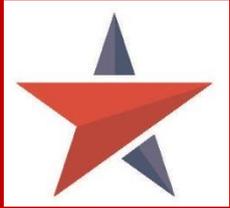
# Verbal Advocacy – The Rules

The rules for verbal advocacy are similar to those of letter-writing.

- Be polite.
- Be pithy.
- As much as possible, stick to a single topic.

In addition:

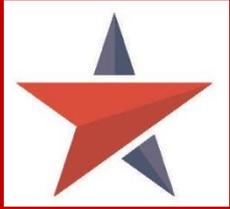
- Where appropriate, use humor to underline your points and win your audience
- Where appropriate, find and insert an emotional appeal however dry your subject area
- At the end of your presentation, however short, summarize your primary points.
- Know the whys and wherefores of your subject matter. Whether you're speaking publicly or privately, this is the arena in which you are most likely to be challenged. Be prepared.



# Verbal Advocacy – Tips

## Some basic tips:

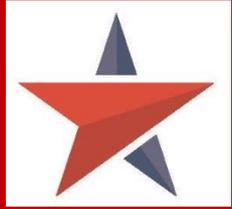
- In many cases you'll need to introduce yourself. Keep it short, limiting your bio to why you're qualified to speak to the topic. E.g., "I'm Joan Doe, a Republican precinct walker."
- Gear your presentation to your venue and purpose. Here, again, Toastmasters International provides some valuable information on its website [www.Toastmasters.org](http://www.Toastmasters.org) under the Resources tab.
- In some instances, your audience, moderator or interviewer will attempt to distract you from your topic. If a question must be answered, do so briefly then return immediately to your topic.
- Maintain your cool...in some cases you will encounter someone attempting to anger you. Do not get into an argument with them. If they're really disruptive and refuse to leave, ask someone to contact security.



# Verbal Advocacy – Summary

- **As political activists we will at some point want to or be asked to explain our position, whether publicly or privately.**
- **Fight back the fear factor by speaking as often as you can. Try out your local Toastmasters.**
- **This is the area where we're most likely to be challenged...know your subject matter.**
- **Be polite.**
- **Be pithy.**
- **Be cool...and it doesn't hurt if you are able to prepare some retaliatory zingers. Remember Ronald Reagan's:**

**"I will not make age an issue of this campaign. I am not going to exploit, for political purposes, my opponent's youth and inexperience."**



# Public Communications – Summary

Whether we're discussing our issues or simply announcing the time of our next club meeting, public communications is an essential part of our political activism. Public communications roughly fall into the following categories:

**Email/Texting**

**Website**

**Newsletter**

**Social Media**

**Letter Writing**

**Verbal Advocacy**

Each has its purpose. Each is directed towards an audience. Each has its own sets of rules, but be reminded, in all cases, it's best to be polite and pithy.