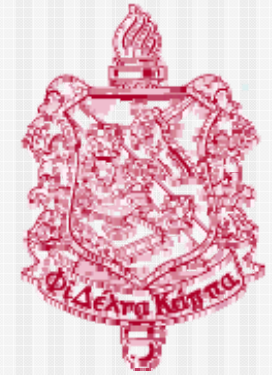


Advocating for Public Education



Donna Peterson, Ed.D.
Superintendent of Schools
Kenai Peninsula Borough School
District

Audience Task



- State of mind
- Connection





EXHAUSTED



CONFUSED



ECSTATIC



GUILTY



SUSPICIOUS



ANGRY



HYSTERICAL



FRUSTRATED



SAD



CONFIDENT



EMBARRASSED



HAPPY



MISCHIEVOUS



DISGUSTED



FRIGHTENED



ENRAGED



ASHAMED



CAUTIOUS



SMUG



DEPRESSED



OVERWHELMED



HOPEFUL



LONELY



LOVESTRUCK



JEALOUS



BORED



SURPRISED



ANXIOUS



SHOCKED



SHY

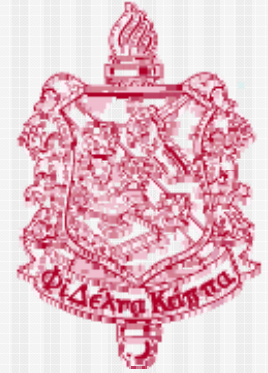
© 1994 CREATIVE THERAPY ASSOCIATES, INC.

Activity Purpose

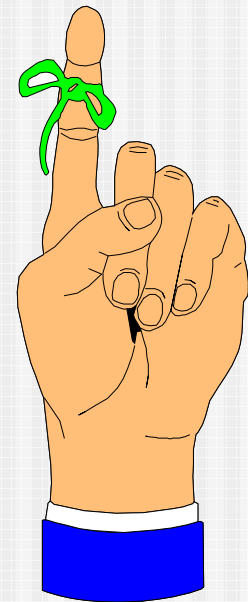
- Audience Analysis
- Attention Grabber
- Anecdotes



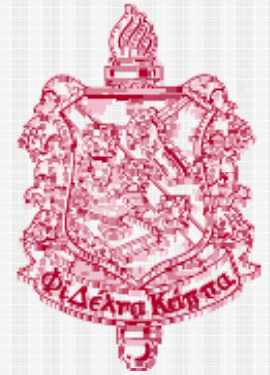
Three Points to Remember:



- Must have a gut level commitment
- Never miss an opportunity to educate or say thank you
- Be a message manager



Remember why you are in this business!

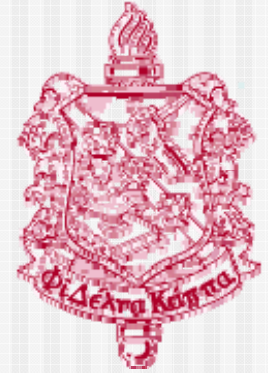


Gut Level Commitment



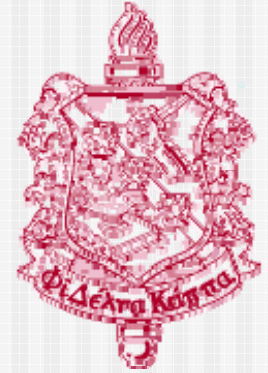
- No more honorable work
- Understand that schools/education define the quality of society
- Share your hopes, dreams and priorities

Never miss an opportunity to education or say thank you



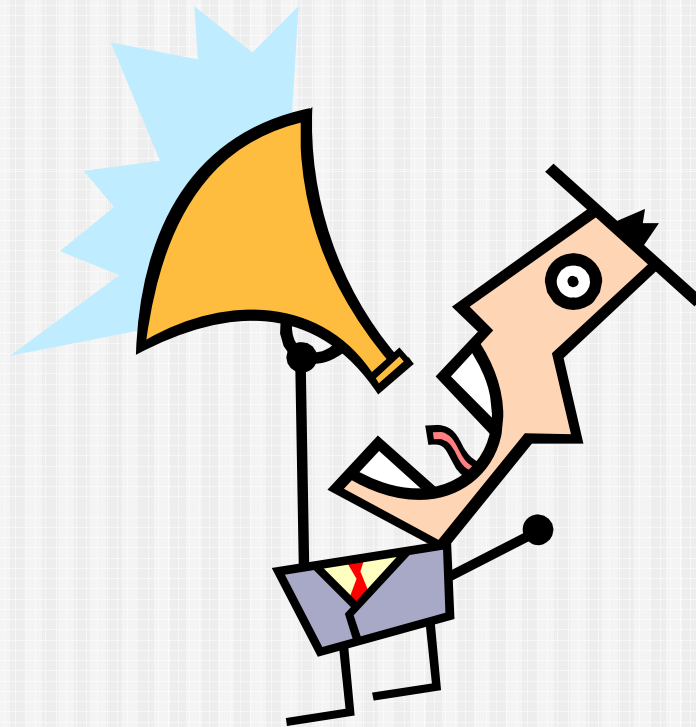
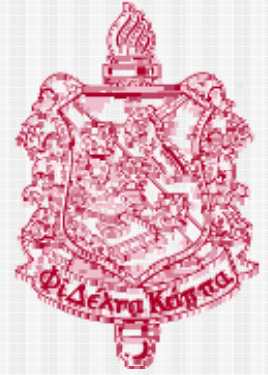
- Focus on the good things
- Focus on core values and core results
- Develop and discuss details

Be a Message Manager



- Do whatever it takes to get the message out
- Stay together in the message
- Avoid unnecessary controversy

Speak and Listen with Impact



Reacting to Change



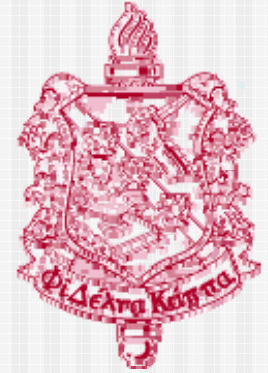
Reactive

Nonactive

Proactive



Contact Information



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