

# Advocating for Public Education

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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

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# Activity Purpose

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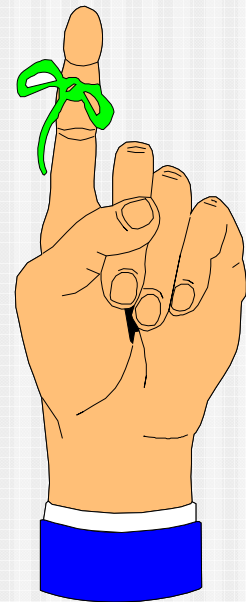
- Audience Analysis
- Attention Grabber
- Anecdotes

# Three Points to Remember:

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- 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!



- 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

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

# Be a Message Manager

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

# Speak and Listen with Impact

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# Reacting to Change

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Reactive

Nonactive

Proactive



# Contact Information



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