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[www.CitizensForFreeSpeech.org](http://www.CitizensForFreeSpeech.org)

# STAGING YOUR DISCOURSE

## PART 1

### STEP 1

*Zones  
of  
Awareness*

REST



ASSESS

ENGAGE

**DON'T FORGET TO  
SWITCH ZONES!**



# STAGING YOUR DISCOURSE

## PART 1

### STEP 2

*Opportunities  
are  
everywhere.*

Civic

Electoral

Political

Social



## Civic

Running for office

Grassroots organizing

**Active** membership in a group or association

Volunteering for board positions

Regular volunteering for a non-electoral organization

Community problem solving

Other fund-raising for charity

## Electoral

Regular voting

Precinct walking

Voter registration

Volunteering for candidate or political organization

Hosting candidate forums

Displaying buttons, signs, stickers

Campaign contributions

## Political Voice

Participation in city council or local board meetings

Contacting officials via phone, email, fax

Writing letters to the editor/calling into radio programs

Email and/or written petitions/resolutions

Decline contribution requests **with** explanation

Protest/peaceful demonstrations

# STAGING YOUR DISCOURSE

## PART 1

### STEP 3

*Peg  
your  
Audience*

Informed

Uninformed

Misinformed

Partisan



# STAGING YOUR DISCOURSE

## PART 1

### STEP 4

*Ask  
a  
Question :  
1 on 1*

- Pick a topic
- Know the answer to your question
- Be assertive with your knowledge
- Listen
- Peg your audience
- Educate directly or indirectly



# STAGING YOUR DISCOURSE

## PART 1

### STEP 4

*Ask  
a  
Question :  
Group*

- Know your facts
- Challenge false claims made by the speaker
- Expose misleading or omitted information provided by the speaker
- Educate the audience around you
- Remain civil/professional



# STAGING YOUR DISCOURSE

## PART 1

Blog

Power Point

Email

Tablet

Video

You Tube

Facebook

Twitter

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Buttons

Resolution

Newsletter

Press Release

Signage

Public Comment

Presentation

Smart Phone

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Elevator Speech

Postcard

Infographic

Letter

Petition

Radio

Rally

Letter to Editor/  
Op Ed





# STAGING YOUR DISCOURSE

## PART 1

### STEP 5

*Make  
a  
Statement*

- Pegging
- Active Listening
- Target your audience
- Keep it short
- Crowds are opportunities
- Images move us
- Power of video
- Stick to the facts



# STAGING YOUR DISCOURSE

## PART 1

PUT IT ALL TOGETHER



# RESOURCE MANAGEMENT

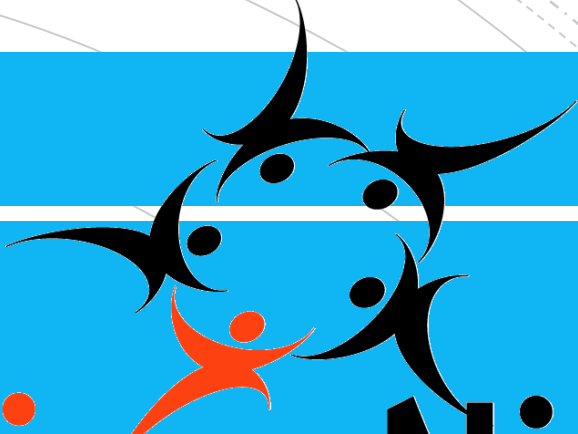


- Source Material
  - Primary, Personal, Secondary, Rumors
- Source Vetting
- Digital Research and Clipping
  - on-site v. hosted





- Face the Public Successfully
- Citizen Ninja Powers
- Manage Emotions
- Citizen Ninja Rules
- Bullying Counter Measures
- The Power of Words
- Measures of Engagement
- Being a Role Model
- Exercising your Power



# Citizen Ninja™

BECOME ONE.



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