Public Advocacy Presentation

The purpose of the Public Advocacy Presentation is to persuade community agents of change to act on the problem. In this presentation, you will use information from your Problem Analysis and Plan to craft a persuasive case suited to a specific identified community audience.

The audience must be an existing group of community members who are agents of change and appropriate for a formal presentation. City councils, school boards, community groups, organizations, or public forums are all appropriate audiences. You will need to determine what information will motivate this specific audience to take action on your plan.

1. Adapt to your specific community audience (officials and members of the public) of at least 10 people. What does the community audience know? What do they need to know? You will need to consider the audience as you choose evidence, appeals, organization, and language.

2. Present to the community agents of change, not your classmates. You will assign your classmates roles as specific agents of change to help you remain focused on the community audience.

3. Include a call to action. The purpose of the presentation is to advocate to the agents of change to take specific action to implement your plan. Make that action clear.

4. Support your case with evidence and orally cite sources.

5. Use an appropriate and clear organizational pattern. The pattern should be suited to your topic and your audience, and the structure should be apparent throughout your speech.

6. Use a professional, extemporaneous speaking style. Use language appropriate for your community audience. Do not use terminology from class ("harms," "disadvantages," "obstacles") or other specialized language.

Presentation Requirements
- ☐ 5 minutes, plus 1-2-minute question/answer period.
- ☐ Orally cite a minimum of 5 sources in your speech.

Presentation Review
- ☐ Use lecturecapture to record your speech at least 72 hours prior to the class period you are scheduled to give your presentation.
- ☐ Submit the lecturecapture link to your peer reviewers and your instructor at least 72 hours prior to class period you are scheduled to give your presentation.
- ☐ Revise your presentation based on peer feedback and your own assessment.