

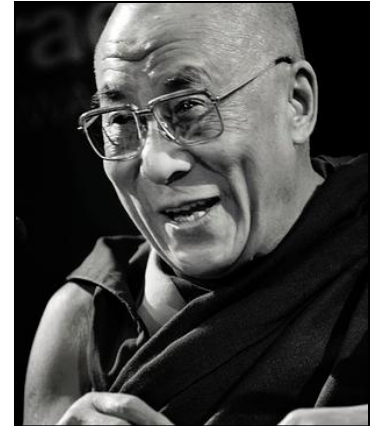
What do these people have in common?



Mother Teresa



Dr. Martin
Luther King, Jr.



H.H. the Dalai Lama

Answer - You've probably heard of them

Great ideas need to be shared
to truly bring about change

Advocating change

or

Spreading your message via
public speaking and/or media outlets

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Action plans

How to let others know what you are doing



Person-to-person



Media

Both cases - Persuade others that your idea has merit

Ideas that work

Three things you need to address:



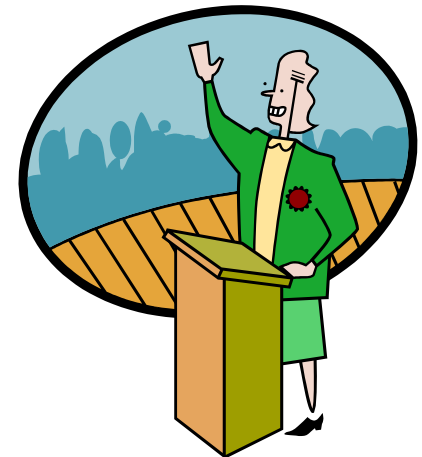
- 1. Need**
- 2. Plan**
- 3. Practicality**

*Let's look at the elements of
person-to-person persuasion*



Elements of persuasive speech

1. The speaker's credibility (*ethos*)
2. The information or content of the speech (*logos*)
3. The emotional appeal of the speech and/or speaker (*pathos*)



1. Credibility

- Competency and character make you credible
- Credibility exists not within speaker, but with the audience

How do you get credibility?

1. Explain your competence (ex. _____)
2. Establish common ground with audience (ex. _____)
3. Deliver speech confidently (ex. _____)



2. Content/facts

Two kinds - evidence and reasoning

Evidence

- Present facts to support your claim
- Tell stories to personalize

Reasoning

- $X + Y$ must equal Z

Use facts to counter opposing points of view

3. Emotional appeal



- Use vivid examples and emotional language
- Emotion doesn't replace facts and logic
- Make sure speech/audience are right for emotional appeal

Speech organization

Monroe's Motivated Sequence

1. Get audience's attention
2. Show the need
3. Present a solution
4. How would it work (visualize solution)
5. What can audience do (be specific)



Let's try it



Give me a problem that I could make a speech about



1. Attention
2. Need
3. Solution
4. Visualization
5. Action

Persuading media

How does something become news?

PRINCE WILLIAM SOUND MYSTERY

Vanishing whales
Debate persists about long-term effects of oil spill

20 YEARS LATER



A transient killer whale, a member of the R11 group, attacks a porpoise in this unrelated photo. Scientists say the group is headed toward extinction.

By KYLE HOPKINS
khopkins@seattlepi.com

An already fragile population of killer whales that hunts Prince William Sound herring spawned from the Exxon Valdez oil spill and is doomed to die off, biologists said this week.

Marine mammal biologist Craig Martin of Bionect has tracked the animals since the mid-1980s and said he never thought he'd see an entire population of whales — even a small one — disappear.

"The chance it all in the spill would not be too bad that's the first death blow," Martin said.

The plight of this group of killer whales coincides with the fall or slow, partial recovery of many other animal populations, including another group of whales, since the 1989 disaster.

In only years after the massive spill, as much as 16,000 gallons of oil linger in Prince William Sound. Arguments rage over whether Exxon should pay more for a cleanup work. And federal scientists and other researchers at an environmental conference in Anchorage this week say they're still learning what the massive spill meant for local wildlife.

PIWA, not fully recovered, they said. The number of survivors of Knight Island began to climb a year or two after a long stagnation and even decline, though Exxon and government scientists disagree on whether letters all could be having the animals' ability to recover.

But a crash in the herring population in 2005 — and whether the spill played a role — remains to raise questions and needs more study, scientists said.

SEEKING NEWS
Look for killer whales, and see more photos.
seattlepi.com/news/040408

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Look for killer whales, and see more photos.
seattlepi.com/news/040408

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How did this story get in the paper?

Newsroom structure

Editor
(the top newsroom manager)



Section editors



Sports

News

Biz

Reporters

Important:
Get your message
to the right person



Fball

Bball



Cops

Schools



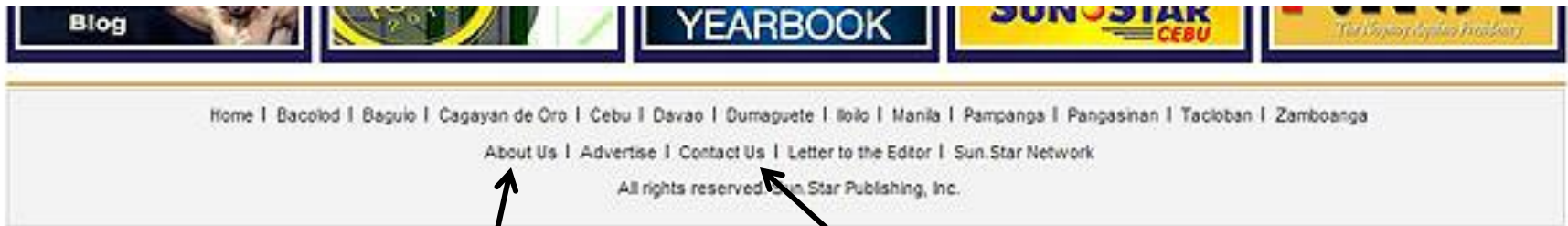
Local

National

Whom to contact



The Sun Star

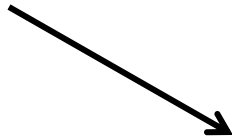


Find the correct person

Things to ask

Who do I send info to?

Prefer email, fax or both?



Sun.Star Davao

Sun.Star Davao is a multi-awarded daily newspaper, tabloid in format but broadsheet in content and focus. It has sections found in broadsheets -- news, business, opinion, lifestyle and sports.

Sun.Star Davao

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Affiliate website address: www.sunstar.com.ph/davao/

The Sun Star



Press releases

- Information about your event/idea
- Typed, short and to the point (concise)
- Contains all important information


1. **Who** is doing something

2. **What** are they doing

3. **Where** is it happening

4. **When** is it happening

5. **Why** are they doing it


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BUT, THE PUBLIC WANTS TO KNOW...
NEW BOOKLET FOCUSES ON FAIR TRIAL AND FREE PRESS ISSUES

Chicago, Jan. 6 -- When can court proceedings be closed to the public? Can a reporter get in trouble if a story he writes causes the court to change the location or delays a trial? Is it permissible for media to use information provided by a lawyer who has violated ethics rules?

Questions such as these, which illustrate the tension between assuring a fair trial and a free press, have surfaced during high profile cases such as the O.J. Simpson trial.

To clarify the rights and responsibilities of judges, lawyers, reporters and court personnel in conducting criminal proceedings, the National Conference of Lawyers and Representatives of the Media has produced a new edition of "The Reporter's Key."

The booklet, written in a question and answer format, highlights ABA Criminal Justice Standards pertaining to issues confronting reporters covering trials, especially high profile cases.



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Letterhead

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Contact info

Short

1. Who
2. What
3. Where
4. When
5. Why

Stories that journalists like

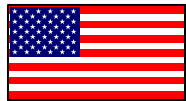
- Something visual (people doing something)
- Something unusual
- Something local
- Something easy to cover (contact info known)



Let's try it

1. *Imagine your action plan*
2. *How could you write a press release for it*
3. *Take a few moments and let's compare*

1. **Who** is doing something
2. **What** are they doing
3. **Where** is it happening
4. **When** is it happening
5. **Why** are they doing it



Advocating change



Questions/Comments: Chris Birks - cbirks@ben.edu