

ACT Training Series, Our Children Oregon
Sept. 29, 2022

Public Speaking 101:

Giving legislative testimony

Sue Wendel, Public Speaking Coach

Welcome! Please introduce yourself in the chat.

Overview for today

- Public speaking basics
- A little about fear of public speaking
- Quick review of testimony structure
- Let's practice
- Giving tips
- Resources

Legislative testimony is a mini speech

- Length: short, or 3 to 5 minutes (one page typed).
- Clear and concise, knows the audience, uses effective organization and public speaking skills.
- Deliver verbally, conversational tone, and submit in writing.

Why study public speaking?

- A well constructed and delivered speech helps to clearly communicate a message.
- It enhances credibility, believability, and audience acceptance.
- It offers an audience the opportunity to learn, to consider, be persuaded, to be entertained, and/or to be inspired.

Delivery matters

Posture

- Sets the visual tone: confident, trustworthy, credible etc.
- Even as you move in to position, as well as during your speech.

Hand Gestures

- Natural use helps enhance and amplify your message.
- Helps you come across as more genuine and believable.

Facial Expressions

- Neutral, genuine, to subtle, appropriately expressive.

Delivery matters cont.

Eye contact

- Builds a connection and trust.
- Briefly glance at notes, then look up.
- Allows speaker to receive feedback from the audience.

Voice

- Vocal variety - pitch, tone, volume, rate, the pause, and articulation.

Breath

- Maintaining a slow, steady breath.

Mannerisms

- Be aware & modify. Ums & ahs, hair twirling, shoving hands in pockets, clasping hands all the time, etc.

Practice with a friend, in the mirror, video yourself etc.

What is this fear of public speaking?

- Physical
- Emotional

Mind shift:

- Know that you are giving the audience a gift
- It's like talking to a friend
- Make those butterflies fly in formation

Contents - structure of a testimony

States your position and educates legislatures
(Source: FrameWorks)

- 1) Greeting, self intro, the bill and your position.
- 2) What underlying causes does this policy solve?
- 3) What is the policy attempting to solve?
- 4) What visible problems does it address?
- 5) What solutions does the policy put in place?
- 6) Reiterate your position on the bill, thank the committee.

Example (source FrameWorks)

Greeting_____, self intro_____, your position_____ on the HB 4062 to establish strategic community-based mobile health care units].

Support of this bill provides an opportunity to confront historical injustices and address systemic racism in the health care that we provide our citizens here in Oregon

The fact that most medical conditions are scientifically understood by how they manifest in white male bodies, has led to distrust in many communities of the medical profession, and a reluctance to seek medical healthcare.

These realities can manifest in and can be further compounded by linguistic, social, and infrastructural barriers to care. For example: challenges like lack of transportation, the inability to time off from work for medical appointments, and lack of child care or elder care.

House Bill 4062 establishes mobile health units that meet communities where they are, culturally, linguistically, and physically. On behalf of the Nurses of Color Collective, I lend my support to HB 4062 and I urge your support as well. Thank you.

For verbal testimony

Greeting____, self intro____, **support** hb 4062 comm based mobile health care units.

Support of this b provides an opp to confront historical

injustices and address **systemic racism** in the health care

that we provide our citizens here in OR.

The fact that **most med conditions** are scientifically

understood by how they manifest in white male bodies, PAUSE

has led to distrust in many communities of the med

profession **and** a reluctance to seek med h-care. Etc.

Let's practice – breakout rooms

A little about “looking good on Zoom”... lighting, position, background...

Break-out

- Take turns reading from the provided testimonial, or from your own.
- Listen for conversational tone, qualities of vocal variety etc.
- Observe things like posture, gestures, eye contact, etc.
- Share a couple of things you **liked** about their delivery.

Back to group, comments

Giving tips day of

- Know the procedures. Arrive early and sign up.
- Generally, speakers testify in the same order as their names appear on the sign-up sheet.
- Know how to use the microphone. Try not to read word for word, use a brief outline if you can.
- Do not repeat points already made by speakers. If all of the points you wanted to make have been made, tell the committee you agree with the testimony given by the preceding speakers and urge them to take the appropriate action.
- Answer only those questions that you can answer correctly, and answer as clearly and succinctly as you can. Offer to find the answers to other questions and promptly get back to the committee members with the information

Summary: Public Speaking 101

Applying effective public speaking skills to your legislative testimony that is clear, concise, and conversational in tone enhances and strengthens your message.

It makes your position and “explanation” clear, persuasive, memorable and most of all, it helps to achieve in your message’s desired impact.

Remember you are giving an audience a gift

Thanks for attending!

- **Resources for public speaking and giving testimony**

- Our Children Oregon, ourchildrenoregon.org
Examples of testimony letters <https://ourchildrenoregon.org/testimony-in-support-of-priorities-and-items-on-the-2022-childrens-agenda/>
- FrameWorks Institute, www.frameworksinstitute.org
- Testimonies given:
<https://olis.oregonlegislature.gov/liz/2022R1/Measures/Testimony/HB4052>
- Toastmasters, toastmasters.org
- PCC Community Ed, pcc.edu
- Sue Wendel public speaking coach, suemwendel@gmail.com