**Agenda**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Details</th>
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| 10:00 -12:00 | **SESSION 3: Ready, Set, *Live*! Campaigning 101** | A Behind-the-Scenes Look at Running a Political Campaign  
Speaker:  
- Ellen Montanari, Deputy Campaign Manager, Rep Mike Levin |
| 10:00-10:20 | (5 min Q&A)                                       | Messaging, Branding, Speechwriting  
Speaker:  
- Hilary Nemchik, Strategic Communications Executive, Former Director of Communications for the San Diego City Attorney's Office |
| 10:20-10:40 | (5 min Q&A)                                       | The Art of Public Speaking  
Speaker:  
- Marlene Cain, AAUW California Program Director, Speech Trek |
| 10:40-11:00 | (5 min Q&A)                                       | Breakout Room Activity: Campaign team project work |
| 11:00-12:00 |                                                   | Homework: Continue project work  
End of Session Poll |
Ellen Montanari
Deputy Campaign Manager,
Rep Mike Levin
Messaging, Branding & Speechwriting

Hilary Nemchik

Strategic Communications Executive, Former Director of Communications for the San Diego City Attorney’s Office
How to develop a persuasive stump speech

Presented by Hilary Nemchik
AAUW California
Gov Trek – Campaigning 101 – February 25, 2023
What is a stump speech?

- Concise and compelling description of yourself and your campaign goals.
- Tailored to your specific audience.
- Explains why you – and only you – are the right one for the job.
- Includes a clear call to action. (Vote for me!)
- 60-second, 3-minute, 5-minute versions.
Elements of a persuasive stump speech

- Attention-grabbing introduction.
- Adapt to your audience and establish credibility with them. Tell the story of why you decided to run.
- Identify the 3 problems and explain how you’ll solve them. These are your campaign priorities.
- Paint a picture in the audience’s mind of what their community will look like with your solutions implemented.
- Call audience to action (vote, donate, endorse, volunteer – all of the above).
Delivering your stump speech

- Understand the audience and parameters of your speech - will your opponent and their supporters be present?

- Try to memorize your key points and deliver off-the-cuff (if in doubt, a notecard never hurts).

- Do not read from notes on your phone.

- Practice with your advisors and game plan for challenging questions.

- Seek honest feedback from your advisors and strive to improve with each delivery.
Good luck on the trail!
The Art of Public Speaking

Marlene Cain

Program Director, AAUW California
Speech Trek
THE ART OF PUBLIC SPEAKING OR

DON’T BE AFRAID TO

SPEAK UP!
“The human brain starts working the moment you’re born and never stops until you stand up to speak in public.”

George Jessel, actor
OVERCOMING THE FEAR

1. KNOW YOUR TOPIC
2. SHARPEN YOUR FOCUS
3. PRACTICE 😊😊😊
BASICS OF COMMUNICATION

1. REQUIRES ORGANIZATION
2. MUST ACHIEVE A PURPOSE
3. MUST BE RELIABLE
KNOW YOUR TOPIC

• Pick a topic or subject in which you have interest.
• Know more about it than you include in your speech.
• Use personal stories and conversational language to help you remember what to say.

source: Toastmasters International
Photo by Sean Kong
THE FOCUS

• Your presentation
• What you say
• How you say it
• To Whom

Photo by Surface on Unsplash
FIVE STEPS TO A POWERFUL PRESENTATION

▶ DECIDE YOUR PRESENTATION’S PURPOSE
▶ IDENTIFY YOUR AUDIENCE
▶ WRITE DOWN YOUR MESSAGE IN ONE SENTENCE
▶ DRAFT OUTLINE: INTRODUCTION, BODY, CONCLUSION
▶ PROOFREAD / POLISH / PRACTICE / PRESENT
THE INTRODUCTION
THE BODY
THE CONCLUSION

The End!
HIGH SCHOOL STUDENTS

YOUR SPEECH INTRODUCTION
YOUR BODY
YOUR CONCLUSION
LET’S PRACTICE!
INSPIRE

• Audience: at-risk high school students
• Purpose of talk: inspire—encourage students to stay in school
• 1 sentence summary: Demonstrate the benefits of a high school graduate.
INTRODUCTION

• “It’s important to stay in school.”

• “I want you to stay in school.”
INTRODUCTION

• “Statistics show that high school graduates make more money than high school drop-outs.”
• “Today I will show you how to make a million dollars.”
• “I can show you how to make a million dollars in three words: ………”
BODY – MAIN POINTS

- MILLION DOLLAR MOMENT
- GREATER CHOICES
- YOUR STORY
HANDLING QUESTIONS

1. Build in time for questions.
2. Ask for questions BEFORE your conclusion.
3. When you have answered the final question, then proceed to your conclusion.
CONCLUSION

• “That’s all I have to say.”
• “Now you know why it’s important to stay in school.”
• “Thank you.”
YOU WANT A MILLION DOLLAR ENDING? MAKE A MILLION DOLLAR DECISION. MAKE IT TODAY—STAY IN SCHOOL!
DIGITAL DELIVERY TIPS

Same principles as for in-person, PLUS:

• Neutral background (make that bed!)
• Test technical requirements ahead of time
• Be aware you are on camera
• Biggest difference: the camera is your audience
QUESTIONS
“It took me quite a long time to develop a voice, and now that I have it, I am not going to be silent.”

Madeline Albright
64th U.S. Secretary of State
( May 15, 1937 – March 23, 2022)
IF YOU WISH TO BE HEARD. . .

1. DECIDE YOUR SPEECH’S PURPOSE
2. WRITE DOWN YOUR MESSAGE IN ONE SENTENCE
3. DRAFT OUTLINE: INTRO, BODY, CONCLUSION
4. PRACTICE

Follow these four steps and

YOU WILL NOT BE AFRAID TO. .
SPEAK UP!
Breakout Room Activity

● You have one hour to work as a team to:
  ○ Finish defining your campaign strategy
  ○ Separate into sub-teams/sub-tasks

● Notes:
  ○ Campaign manager(s) should act as project managers.
  ○ There are three classroom hours remaining. Schedule your time accordingly.

● Student Materials:
  ○ Political Campaign Project Description
  ○ Five Steps to a Powerful Presentation
  ○ Campaign Simulation Competition - Updated
  ○ Judges Rubric

● Additional Materials
  ○ Stump speeches
  ○ Voter Outreach Plans
  ○ Campaign Flyers/Ads
Breakout Room Activity

● You will automatically be placed in one of eight breakout rooms. Each breakout room will have three associated rooms if needed for small group discussions. (i.e. 1A, 1B, 1C)
● Each room will have a facilitator who will work with you on the activity.
● When you enter the room:
  ○ Turn on your video.
  ○ Unmute your microphone.
● You will be returned to the main room in 60 minutes.

<table>
<thead>
<tr>
<th>Facilitators</th>
<th>Room Breakout Room</th>
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<tbody>
<tr>
<td>Charmen Goehring, Shauna Ruyle</td>
<td>Room 1</td>
</tr>
<tr>
<td>Allene Zanger, Erica Wilson</td>
<td>Room 2</td>
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<tr>
<td>Ogie Strogatz, Sharyn Siebert</td>
<td>Room 3</td>
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<tr>
<td>Amy Hom, Kathleen Harper</td>
<td>Room 4</td>
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<tr>
<td>Barbara Ramsey, Dorothy Burk</td>
<td>Room 5</td>
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<tr>
<td>Asha Bajaj, Tomasa Santoyo</td>
<td>Room 6</td>
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<tr>
<td>Kim Talbert, Tracy Ramondini</td>
<td>Room 7</td>
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<tr>
<td>Maile Melkonian, Tracey Clark</td>
<td>Room 8</td>
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</tbody>
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