

# Public Speaking for Public Officials

The 15<sup>th</sup> Annual Adirondack Park Local  
Government Day Conference  
Lake Placid, New York

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## Examples

- Brief, Extended, or Hypothetical
- Personable
- North Country Specific and relatable
- Constituent Specific



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## Testimonies

- Personable
- North Country Specific and relatable
- Constituent Specific



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## Organization

- Audience Analysis
- Indentation & Symbols
- Keywords
- Transitions & Transitional Statements

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## Delivery

- Eye Contact
- Vocal Modulation
- Emotional Appeals
  - Involve audience members
- Group & Business Presentations
  - More casual than public speaking
- Dress for Success



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## PowerPoint

- "Eye Candy"
- Clear, Concise, Minimum
- A rehearsed presentation
- Turn-taking among group members

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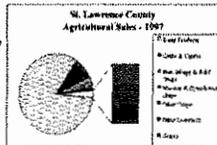
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## Statistics

- Should ONLY simplify the message
- Should NOT replace the message
- Should be used Ethically



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## Handling Difficult Questions (by Mary Sandro, © Pro Edge Skills, Inc.)

- Reflection
- I'll Get Back To You
- Defer to the Expert
- Parallel Answer
- Set the Rules
- Compliment the Questioner
- Answer Question with a Question



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## Sample Outline

- Introduction
  - Attention-gaining device
  - Thesis statement
  - Preview
- Body
  - Main Point #1 (followed by sub-points)
  - Main Point #2 (" ")
  - Main Point #3 (" ")
- Conclusion
  - Restate thesis and main points
  - Closing statement

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