

PRIDE & PATRIOTISM

25th Anniversary

1994 - 2019





ACTIVITY



AGENDA

- Activity
- Welcome
- History of Pride & Patriotism
- What are Advocacy & Activism?
- Messaging
- Practice





WELCOME

- Activity
- **Welcome**
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HISTORY

- Activity
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- **History of Pride & Patriotism**
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PRIDE & PATRIOTISM - By Jaime Rodriguez

TIMELINE

Aug 1990 - GULF WAR I

Sept - Oct 1990 - Freshman, Jaime Rodriguez Writes Pride & Patriotism

1991 & 1992 - Jaime attends National StuCo Convention

State Convention 1993 - Nacogdoches H.S. Elected StuCo State Parliamentarian

State Convention 1993 - Pride & Patriotism selected as State Project for 1993-1994

1993 - Jaime attends National StuCo Convention

1994 - Gov. Ann Richards Visits Nacogdoches H.S. and Speaks w/ Jaime

State Convention 1994 - Pride & Patriotism Officially Accepted As State Project

1994 - 1995 - 1st School Year for Pride & Patriotism As State Project

2019 - 2020 - 25th Anniversary of Pride & Patriotism

(Jaime was Freshman, Sophomore, and Junior Class President)



PRIDE & PATRIOTISM - By Jaime Rodriguez

PRIDE

The idea is to lift all students AND communities.
All projects should promote the dignity of participants.



PRIDE & PATRIOTISM - By Jaime Rodriguez

PATRIOTISM

It was always important to me that students become involved in their various communities.

Involvement doesn't mean blind loyalty... In fact, it often means rigorous examination and critique! But...Traditions are important.



ADVOCACY VS. ACTIVISM

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MESSAGING

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5 C's of Messaging - By Mike McCurry

1. Credibility
2. Candor
3. Clarity
4. Compassion
5. Commitment



The Message Diamond

- 1.** Answer the Question
& State Your Message
- 2.** Offer Proof
- 3.** Re-state Your Message



BRIDGING STATEMENTS

- Transitions During Media Interviews -

1. I'm not sure that's the case...
2. I wouldn't say that. What I would say is...
3. Let me tell you what we've been seeing...
4. However...
5. But even more importantly...
6. That's a common misperception,
so I'm glad you brought that up...



MESSAGE BOX - By Paul Tully

My Message
About
Me

My Message
About
Them

Their Message
About
Me

Their Message
About
Them



BALANCED SCORECARDS - By Kaplan & Norton

A strategy is:
a set of hypotheses
about cause and effect.



GETTING TO YES - By Fisher & Ury

BATNA - Best Alternative to a
Negotiated Agreement



PRACTICE

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ACTIVITY



QUESTIONS?

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