





# ACTIVITY



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





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#### 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**

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

### **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! <u>But</u>...Traditions are important.



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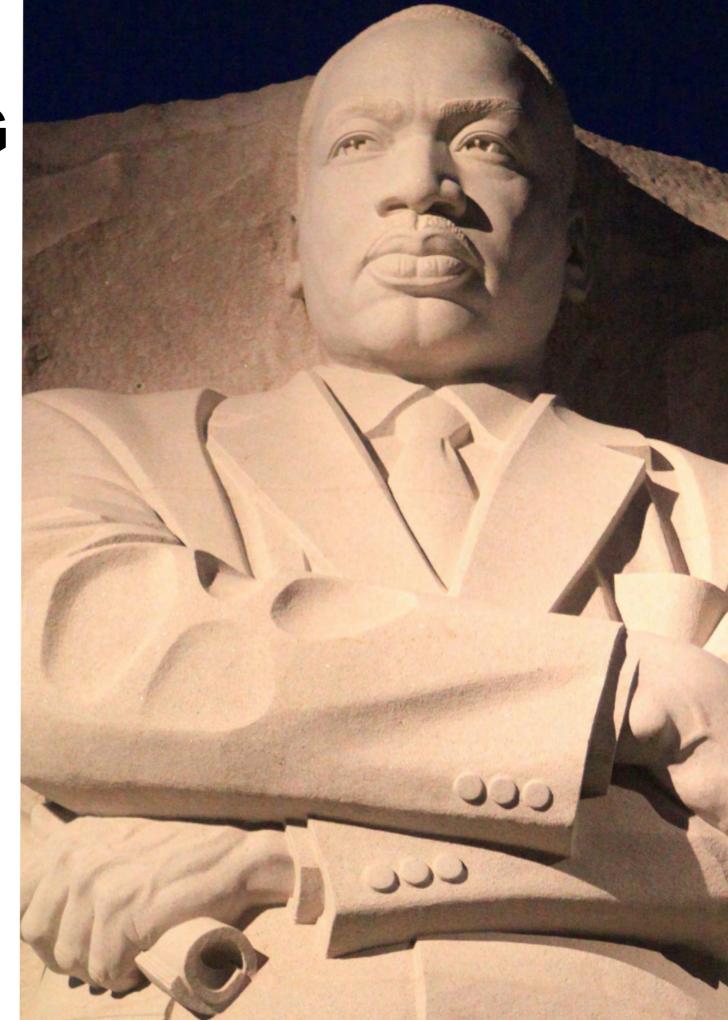






### MESSAGING

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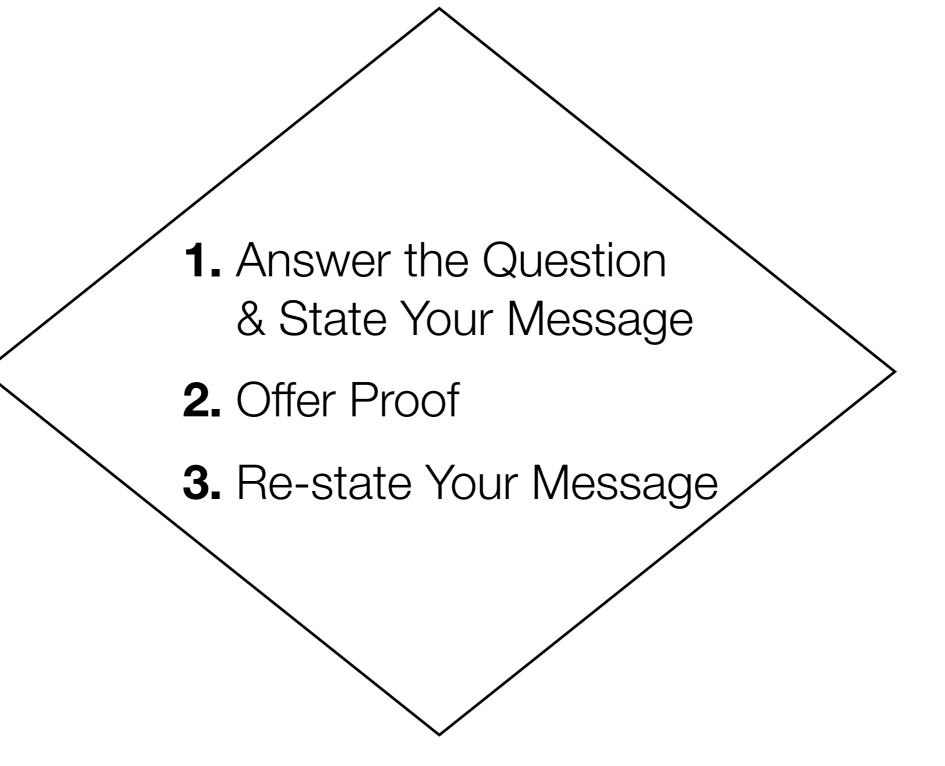


### 5 C's of Messaging - By Mike McCurry

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



#### **The Message Diamond**





#### **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



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



## GETTING TO YES - By Fisher & Ury

# BATNA - Best Alternative to a Negotiated Agreement

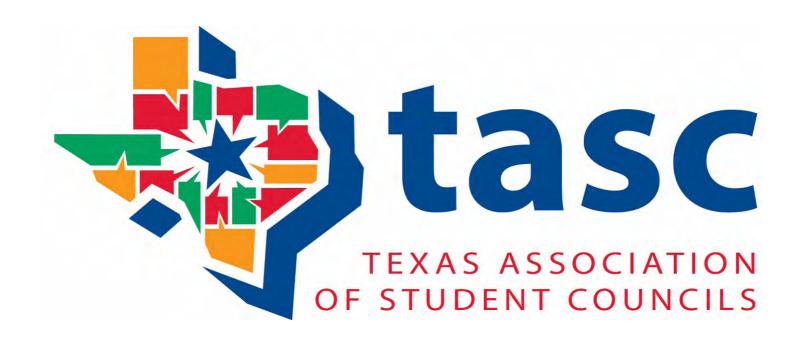


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# QUESTIONS?



