

Influence Your Audience



Target Your Audience

♪ Tailor your approach on whether you are speaking to parents, teachers, school board officials, the media, and/or local politicians.



An Ounce of Research is Worth a Ton of Assumption

♪ Be sure you know how the No Child Left Behind Act affects your school district's music programs before you begin advocating.



Have a Clear & Concise Message for Your Audience

♪ See document titled "Creating an Effective Message" for more information.



Statistics Can Be Confusing

♪ Use one or two statistics that will grab your audience's attention. Listing too many numbers may get confusing – use them in moderation. See document titled "Talking Points" for more information.



Facts are Powerful; Stories are Interesting

♪ Use a balance of the two to engage and influence your audience.



Repetition, Repetition, Repetition

♪ Repetition is essential to clearly establish your point.



Power in Numbers

♪ Bring fellow supporters with you to show your audience that the community *needs* music education.

