

***THE BOARD OF DIRECTORS...***

**DIRECTIONS:** This assignment requires you to present a persuasive speech to an identified “Board of Directors.” Reflect upon current local, state, or national issues of interest and/or importance to you. Next, identify what ‘board’ possesses authority and control over the issue at hand.

*For example:*

**Issue**

Parking policies at Ridge  
 Smoking in public venues in Basking Ridge  
 Physical Education graduation requirements  
 Reduce voting age to 16  
 Salary Caps on Pro Baseball Players  
 To add features to Playstation  
 Overturn Roe vs. Wade  
 Redesigning the Dodge Caravan

**Board**

The Bernards Township Board of Education  
 The Town Council  
 The State Board of Education  
 The United States Congress  
 Executive Board – Major League Baseball  
 Sony Board of Directors  
 The United States Supreme Court  
 The General Motors Creative Directors

The issue does not necessarily need to be ‘governmental’ in nature; however, it should provide enough opportunity to develop a strong persuasive stance, enhanced with evidence and support. After each speech, a 1-2 minute question/answer period will follow where the audience assumes the role of the Board. Speakers should be prepared to clarify their positions, offer more data, and add further insight to the issue.

**Assignment Logistics:**

**Time Requirement:** 3 minutes of speaking; very minimal grace period.  
 1-2 minutes of question/answer

**Notes:** You are free to utilize any form of notes; however, please be aware that direct and constant contact with the audience is **ABSOLUTELY NECESSARY** to achieve a persuasive goal. A lectern will be available. PowerPoint is also available; however, not required.

**Dress:** How would you dress if you were presenting to this particular body of ‘officials?’

**Evidence:** *Ethos* is absolutely necessary; you will need to cite sources if your speech requires it. There is no minimum or maximum.

**Timeline:**

<b>Mon. 5/15</b>	Public Speeches – an overview Brainstorming....	<b>Tue. 5/23</b>	Presentations
<b>Tue. 5/16</b>	Drafting	<b>Wed. 5/24</b>	Presentations
<b>Wed. 5/17</b>	Drafting...	<b>Thu. 5/25</b>	Presentations
<b>Thu. 5/18</b>	Q & A sessions – an overview		
<b>Fri. 5/19</b>	Revising		
<b>Mon. 5/22</b>	Revising...		

**For examples of ‘real-life’ presentations, see the Bernards Township Committee:**

**<http://www.bernards.org/Township%20Committee/Document/MeetingVideoListings.htm>**

The May 10<sup>th</sup> meeting offers MANY examples of public commentary, including some of your student leaders and peers! Scroll down to Public Comment: VIDEO LINKS

**CRITERIA...**

Student offers a clear and insightful persuasive message.

Student’s adaptation of message to the ‘Board’ indicates thorough analysis and consideration.

Student’s delivery enhances the audience’s reception and perception of the message.

Student assumes an appropriate persuasive persona in his/her style and demeanor.

Student fully develops and organizes the persuasive message within the stated time limits.

Student portrays confidence and expertise during the Q & A session.

Student’s appearance and communication with the ‘board’ indicates respect and integrity.



## Brainstorm

Brainstorm some messages/topics you would like to present. Identify 2-3 key ideas for each topic area – then identify the Board to whom you would present the information.

	Topic	Audience
School	<i>Example: Free class rings for all juniors.</i>	The Board of Education
Town - Basking Ridge		
State- New Jersey		
Constitutional/ Civil Rights		

National – United States		
Business	<i>e.g. Adding 'chocolate covered pretzels' to the Girl Scout Fundraising program.</i>	National Girl Scout Council
Sports		
Culture	<i>e.g. Changing the movie rating system</i>	Motion Picture Association of America Directors