

# Five Steps to Creating Powerful Public Testimony

## 1. Greeting

Good morning/afternoon Chairmen and Members of the Committee. Thank you for this opportunity to speak. My name is \_\_\_\_\_. I live \_\_\_\_\_.



Good morning Chairmen and Members of the Committee. Thank you for this opportunity to speak. My name is Julie Swanson. I live in Madison.

## 2. Why you are there

I am here to speak about \_\_\_\_\_ (education) *OR* I am here to speak in support of \_\_\_\_\_ (lobbying)

I am joined by \_\_\_\_\_. *OR* The people standing behind me are members of... *OR* I represent \_\_\_\_\_ Coalition. We have \_\_\_ members.



### **Education:**

I am here to speak about the benefits of a statewide smoke-free air law. Standing behind me are members of Breathe Free County Coalition. We represent over 100 county citizens who are members of our coalition.

### **Lobbying:**

I am here to speak in support of a stateside smoke-free air law. I have brought my son Nate with me today.

## 3. Why this issue is important to you

I brought my son Nate with me today because, as a parent, the issue of smoke-free air is very important for me and my children. Nate once asked me a question related to smoke-free air that I would like to share with you. We were on a school field trip to a local bowling alley. A trip we really looked forward to. When we walked into the bowling alley we walked into a wall of cigarette smoke. Since Madison had recently passed a smoke free air ordinance, we went to the desk to find out what was going on. We were told...we were in the Town of Madison...not the city. As we walked away, Nate turned to me and asked, "Mom, why is it OK for these people to die?"

## 4. REPEAT: Why you are there *OR* If you can lobby, ask for what you want

### **Education:**

We are here today...because the answer I gave my son is...it's not. Everyone deserves the right to breathe smoke free air.

### **Lobbying:**

Nate and I are here to ask the JFC to support a strong state-wide smoke-free air law...one that covers everyone in Wisconsin...no matter where they work.

## 5. Close

Thank you for this opportunity to speak to you today.