

Ten-Hut – Testimony Bootcamp

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Learning Objectives

By the end of this session you will:

- 1) Understand why providing testimony regarding legislation or regulations is important to achieving your advocacy goals
- 2) Be able to strategically draft effective testimony to support the advancement of your proposed legislative or regulatory initiative or to articulate compelling arguments to emend or eliminate an adverse advocacy endeavor
- 3) Confidently present oral or written testimony and prepare for frequently-asked questions

Purpose of Testimony

- Go on the record
- Win over the undecided
- Humanize the issue – tell a story
- Correct misinformation, or assure PA inclusion
- Move/kill legislation or improve regulations

Opportunities for Public Testimony

- Vary by jurisdiction
- Typically, the public may be invited to testify at both informal opinion/information-gathering sessions (briefings) and formal hearings
- Visit your legislature's website to learn more information

The Process Starts Long Before the Hearing

- Start thinking of who should testify during legislative drafting and strategizing
- Committee Outreach is Key to Furthering Testimony
- Talking Points, One Pagers, Statistics Can and Should be Incorporated into Testimony

Know the Process & Rules

- Do You Have to Register Ahead of Time?
- Time Allotment?
- When Can You Speak?
- Arrival?



Not a Solo Act

- COs should not be alone in preparing or delivering testimony.
- Lobbyists are experts in testifying in your state
- The Academy is available to draft/review/give testimony
- Supporters/stakeholders

Types of Testimony

Oral



Written



Virtual

Oral Testimony

- Be Succinct: Time is Usually Not on Your Side.
- Stick to the Script.
- Practice
- Always Have a Backup. And a Backup to Your Backup
- Coordinate, if Possible, a Strategic Order

Oral Testimony

- Introducing yourself and your credentials
- State whether you support or oppose the issue, and the rationale
- Submit written testimony too
- Visual aids?
- Make eye contact and thank the hearing body

Written Testimony

- Identifying information
- Deliver your ask early...and often
- Explain the legislation and your position
- Offer any solutions or alternatives
- Inclusion in the record of a hearing.

Virtual Testimony

- Practice
- Surroundings
- Audio
- Attire

Virtual Testimony Cont'd

- Be courteous
- Eliminate the possibility of interruptions
- Be careful what you say (type)!

Approaches to Testimony: Game Planning

What is your CO's Position?

- Support
- Oppose
- A little from Column A...A little from Column B

Approaches to Testimony: Support

- This is your bill/amended regulation
- The facts are on your side
- Continue your story
- Focus on the positive

Approaches to Testimony: Oppose

- This is NOT your legislation/regulation
- Resist the urge to attack
- Stress the strengths of the profession
- Focus on why this change would result in more harm than good

Approaches to Testimony: Support & Oppose

- This was originally your legislation/regulation, OR
- Another group introduced legislation
- Balanced

Q and A Prep

- If You Don't Know the Answer...it's OK.
- An opportunity to stay engaged
- Know where members of the committee stand
- Maintain composure

Testimony is Not the End

- Follow up with committee members after the hearing.
- A simple thank you can go a long way
- Following up is an important part of stakeholder engagement

Common Faux Pas

- Taking focus away from the goal
- Trying to fit too much in and never making your point/asking your ask
- Getting caught up in the testimony of others

Time to Share: Good and Bad

- What strategies have you used effectively?
- Are there any pitfalls or challenges you've encountered?
- Success Stories?
- Horror Stories?

Questions?

**LEADERSHIP
AND
ADVOCACY
SUMMIT**
LEAD. ENGAGE. INSPIRE.

For Additional Questions or Follow Up: cwalker@aapa.org

At Ease