

# PRIDE & PATRIOTISM

## 25th Anniversary

### 1994 - 2019





**ACTIVITY**



# AGENDA

---

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





# WELCOME

---

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











# HISTORY

---

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





# **PRIDE & PATRIOTISM** - By Jaime Rodriguez

---

## 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 & PATRIOTISM** - By Jaime Rodriguez

---

## PRIDE

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



# **PRIDE & PATRIOTISM** - By Jaime Rodriguez

---

## 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! But...Traditions are important.



# ADVOCACY VS. ACTIVISM

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





















# MESSAGING

---

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





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

---

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



# The Message Diamond

---

- 1.** Answer the Question  
& State Your Message
- 2.** Offer Proof
- 3.** Re-state Your Message



# 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



# **BALANCED SCORECARDS** - By Kaplan & Norton

---

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



**GETTING TO YES** - By Fisher & Ury

---

**BATNA - Best Alternative to a  
Negotiated Agreement**



# PRACTICE

---

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





**ACTIVITY**



**QUESTIONS?**



# **PRIDE & PATRIOTISM**

## 25th Anniversary

1994 - 2019

