**Public Problems and Racial Impacts: The Persuasive Speech Assignment**

**Assignment Overview**

For this assignment, you will move beyond your explanation of your public problem or issue and develop three possible solutions. The reason for three solutions is to ensure that you look at divergent viewpoints, constituencies, and perspectives. Each of the solutions should include a description of the focus of the solutions, the action steps that might be taken were this solution to be put into operation, the benefits and the trade-offs or consequences of implementing this solution. Because these issues are complex, we cannot get everything we want at the same time, so we must consider information, views, experiences, and ideas together in a thoughtful and reasonable manner in order to develop an informed public judgment.

In order for people to become involved and make sound decisions, identify actions that citizens, citizen groups, governments, and institutions can and must do about this public problem or issue. In preparing for the Persuasive Speech Presentation, you should:

1. **Establish** criteria for evaluating proposed solutions.
2. Set a clear objective for the solution.
3. Divide the objectives into most important (must be met) and not as important (ideal, but not essential).
4. **Brainstorm** as many solutions to the problem as you can. List them all **without evaluating**.
5. **Analyze** your solutions.
6. Take a “first cut” to eliminate solutions that clearly would not work.
7. Create a table comparing each or the remaining solutions to each criterion.
8. Select three approaches/solutions to develop. Think broadly about constituents, their concerns, what they would like to see. In your final presentation, connect the problem and solution to the community and on racial justice.
9. Choose **ONE** approach/solution. In the presentation, you need to:
10. Explain this solution, what is the focus, who is involved, what it solves,
11. Explain actions that must be taken in order to implement this solution,
12. Explain the benefits of this solution,
13. Explain the trade-off or consequences this solution may produce.

**Oral Presentation**

The purpose of this presentation is to persuade the audience to accept the approach you chose as the best one to address your public problem or issue. Your team’s presentation should include:

1. **Introduction**: Welcome your class to the discussion.  Set the stage by giving an overview of your wicked problem.
2. **Body**: Explain the three solutions you developed and which one you believe will address your wicked problem.
3. **Conclusion**: Briefly summarize the discussion, reviewing in a sentence or two audience concerns/comments about each of your solutions.
4. Delivery
5. Group dynamics
6. Group attire
7. Use/management of PowerPoint slides