

Telling Your Story

It is important to tell our stories effectively in two minutes or less. We should have a point to the story. Why are we telling the story? It may be to tell why we are advocates, why we think PFLAG is an important source of support, why we want to work to make schools safe.

The parts of a story should include:

- The set-up to draw people in
- The tale itself
- The resolution, your full circle moment
- The end with a call to do something

In talking to any group, consider having **a main point and three sub points**. Keep going around and covering those points. **Don't get side tracked. Keep to the message.**

In talking to the media or to the opposition, avoid "opposition speak" such as homosexual, gay marriage, marriage right. Homosexual emphasizes the "sexual." Try to set your terms for the debate including:

- Freedom to marry
- Marriage equality

It was generally agreed to avoid the alphabet soup of GLBTQOIA and so on. PFLAG staff people often speak of "gay people" and throw in discussion of trans people. All the letters can be a big distraction from the message.

Sue Hazer