



PUBLIC EXPRESSION 101

After spending many years spearheading the development of character in our youth, we know firsthand that children in at-risk communities have a story to tell. Most lack the tools to arrange and verbalize those experiences, much less in an engaging manor. A recent goal of *Character Be About It* has been to select and develop a group of student leaders in the art of public expression.



In a partnership with *The Publix Voice LLC*, we now offer a course that utilizes an extensive customized curriculum. It can be administered throughout an academic schoolyear, a condensed version that can be covered in a semester, or a treatment that can be utilized during summer sessions. Our mission and vision for this course is as follows:

Mission Statement: Bridging the gap between thought and expression - building confident, competent students and citizens.

Vision Statement: We envision a city in which every current and former ESD student displays a high level of self-efficacy and is an engaged leader in their classrooms, on their campuses and in their communities.

The Publix Voice's CEO and program manager is Marcus S. Atkinson. He has an extensive background as a public speaker, radio / podcast host, a youth program director and a nonprofit executive director. Effective communication has been one of the keys to his personal success.

The assignments are a combination of formal/ informal, group/individual, and argumentative/ informative speeches. Some require a visual aid, and some do not so they are still friendly to low-tech classrooms. Most speeches are short (less than 5 minutes per student), and all of them come with a Common Core-aligned rubric. The curriculum also includes listening components, speech analysis, and whole class debate. The course is broken up into four main components to keep it interesting for students.

- INSTRUCTIONAL MATERIALS
- INDIVIDUAL PRESENTATIONS
- GROUP/PARTNER PROJECTS
- AUDIO/VIDEO PROJECTS



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