ADVOCACY ACADEMY · NA3

The Hearing Card

Three minutes at a public participation hearing or scoping meeting, built for a transcript: one fact, one ask, words that read well on paper.

Your three minutes

Locate (about 20 seconds)
Your name, your town or road, and how far you are from the project.

The fact (about 90 seconds)
One firsthand fact, with place, date and how you know it, said the way you would say it aloud.

The ask (about 30 seconds)
Something the decision-maker or the environmental report can actually do.

The record line (about 20 seconds)
One sentence that still makes sense if it is the only line of yours anyone reads.

Speak for the page

- [ ] Places and names said in full once; unusual ones spelled
- [ ] Numbers with their units and their source
- [ ] No pointing at maps or slides the transcript cannot show
- [ ] No line that only works because the room cheered
- [ ] Every sentence finished

If you are organizing speakers

Topics and owners
One speaker per topic: evacuation, water, livelihoods, wildlife, fire, cost. Nobody repeats a fact already given.

Questions for the public advisor
Sign-up, time limits, interpretation.

The minutes before you are called

- [ ] Card in hand: opening line, fact, ask
- [ ] Written version already posted, or ready to post

- [ ] Practiced aloud with a timer, under 2:45
- [ ] Eyes on the judge, not the crowd
- [ ] If I lose my place, I say the fact