
Suggestions For Effective Advocacy

The following suggestions for local government land use hearings will help your deliver persuasive testimony. The most important points remind you to prepare thoroughly before the hearing. Carefully research the factual and legal context of your case, refine your message in the clearest, most succinct way possible, and practice your testimony enough times that you feel comfortable delivering it.



✓ Clearly indicate whether you support or oppose the application.

✓ Avoid simply reciting written

testimony.

✓ Strive for the greatest possible clarity and simplicity.

✓ Outline your testimony (to assist yourself, and possibly to use to introduce your presentation).

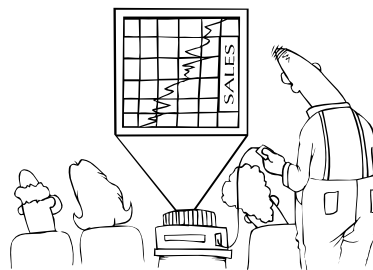
✓ Remember that substance — not length — ultimately determines the value of your testimony.

✓ Elicit written testimony or participation from neighborhood organizations, allied groups (e.g. local hunting club, local soil & water conservation district, etc.), or affected state and local agencies.

More Ideas

✓ Incorporate complex or lengthy information into your oral testimony by summarizing it and requesting that it be made part of the record.

✓ Repeat key points (but at other times, it is better to endorse — rather than repeat — testimony that has already been given).



✓ Respond to questions fully when asked; treat them as opportunities to clarify your position, not as distractions.

✓ Use visual aids (especially clearly labeled color photocopies or photos mounted on sheets of paper with descriptive text), and practice handling them before the hearing.

✓ If necessary, ask permission to submit a letter in response to difficult questions.

✓ Rehearse your testimony with others and practice speaking with adequate volume and eye contact.

✓ Recruit as many people as possible to attend the hearing, join you in your presentation, or make their own presentations.

More Information

✓ Object to important procedural errors when they occur; don't belabor minor omissions which have no practical effect on the proceedings.

✓ Think very carefully before asserting bias on the part of a decision maker.

✓ Clearly state your request for a right to rebut new evidence or arguments.

✓ Be courteous to decision makers and opponents.

✓ Avoid any sort of inappropriate clapping, laughter, or speaking out of turn during the hearing.

✓ Above all, try to remain calm if you perceive hostility.

More Information. Would you like to learn more about citizen involvement in land use planning? Contact a member of the Land Use Committee of the *Hugo Neighborhood*.



Disclaimer. This brochure is as much about providing information and provoking questions as it is about opinions concerning the adequacy of findings of fact and land use decisions. It does not provide recommendations to citizens and it is not legal advice. It does not take the place of a lawyer. If citizens use information contained in this paper, it is their personal responsibility to make sure that the facts and general information contained in it are applicable to their situation.

Hugo Neighborhood Association & Historical Society's Mission

This information brochure is one of a series of documents published by the Hugo Neighborhood Association & Historical Society (*Hugo Neighborhood*). It is designed to be shared with neighbors for the purpose of helping protect our rural quality of life by promoting an informed citizenry in decision-making. The *Hugo Neighborhood* is an informal nonprofit charitable and educational organization with a land use and history mission promoting the social welfare of its neighbors.

Land Use & History

The *Hugo Neighborhood's* land use mission is promote Oregon Statewide Goal 1 — Citizen Involvement, and by preserving, protecting, and enhancing the livability and economic viability of its farms, forests, and rural neighbors. It will act, as requested, as a technical resource assisting neighbors to represent themselves.

On January 2003 we began the concept of volunteer membership dues. They are \$10.00 annually and will be used for paper, ink, envelopes, publications and mailings. Make checks to the *Hugo Neighborhood* and send them to a member of the Land Use Committee. Send us your e-mail address if you want to know what we are doing.

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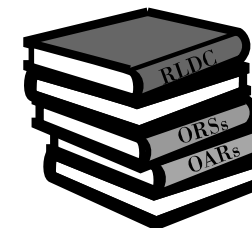
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Suggestions For
Effective
Advocacy During
Local Land Use
Hearings



*Above All, Try to Remain Calm
If You Perceive Hostility.*

December 5, 2003

Land Use Committee

**Hugo Neighborhood Association &
Historical Society**

Member of the CACNA Coalition