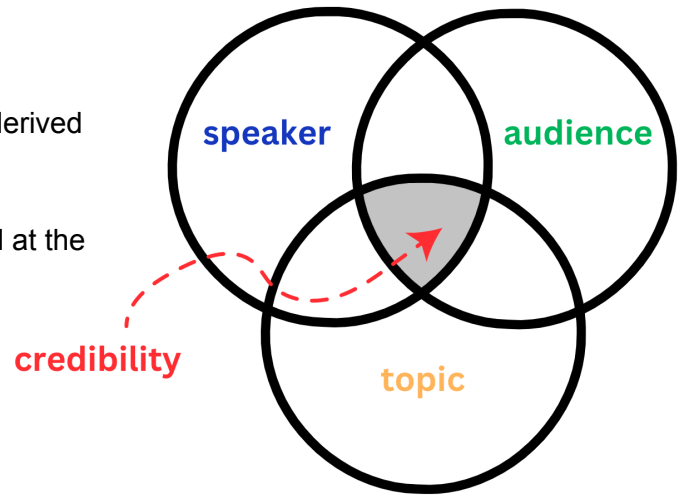


Speaker Credibility Exercise

We've talked about how credibility can be internally derived through one's character, competence, and charisma.

But a speaker's credibility is also socially constructed at the intersection of three things:

What makes a **speaker** **credible** about a particular **topic** to a particular **audience**?



Consider each of these influential public communicators:

1. [Katherine Hayhoe on climate science](#)
2. [Natalie Wynn on transphobia, misogyny, and far-right extremism](#)
3. [Gabrielle Blair on “A Whole New Way to Think About Abortion”](#) (content notice: explicit references to sex/sexual activity)
4. [Chimamanda Ngozi Adichie on being a feminist](#) or [Jackson Katz on being a feminist](#)
5. [Ron Finley, on Guerilla Gardening in Los Angeles](#)
6. [Sen. Chuck Schumer on New Elections in Israel](#)

Who is the speaker? What topic are they passionate about? Who is their audience? Why are they uniquely credible for that audience?

Can you think of another person who has unique credibility about an important topic?

Who is the speaker?

What topic are they passionate about?

Who is their audience?

Why are they uniquely credible for that audience?

How are YOU uniquely credible for addressing an important social issue to the audience that needs to be persuaded?