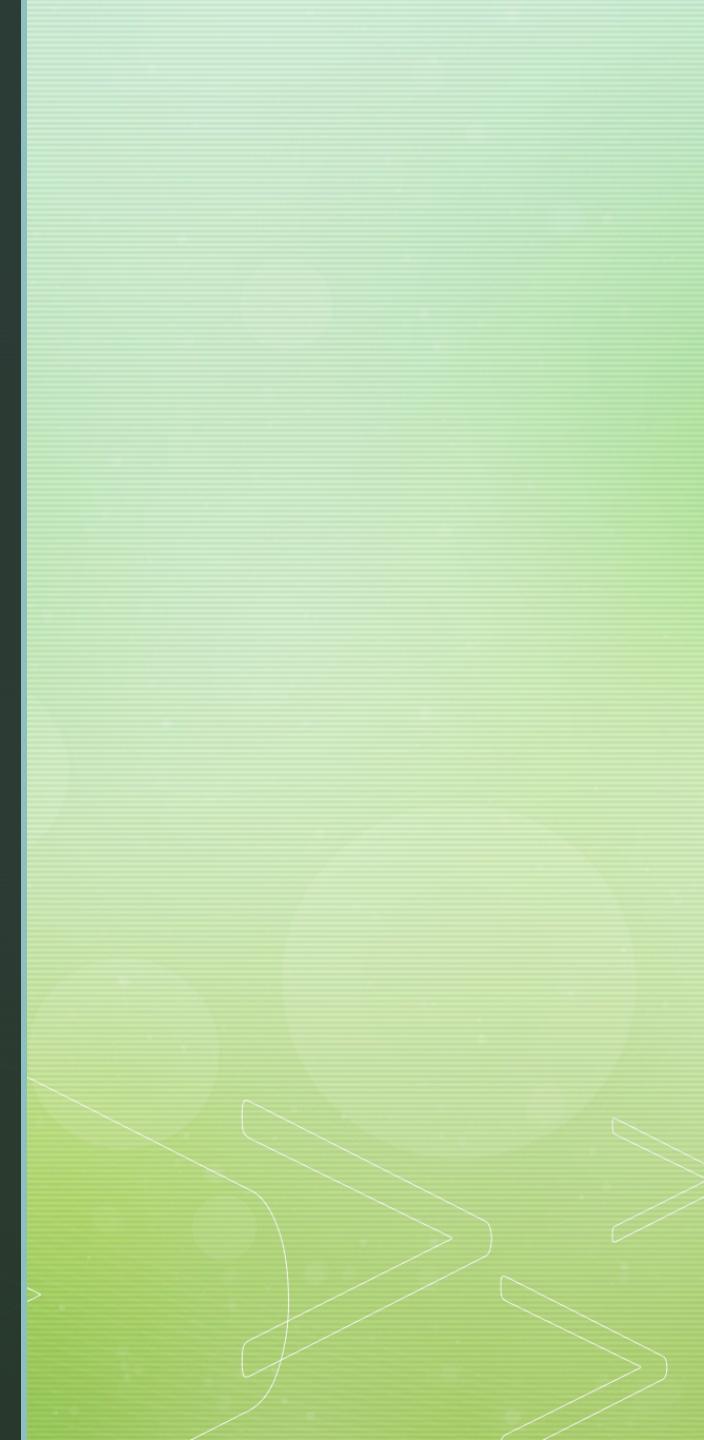


Sriram Shamasunder



Advocacy



Many Types of Advocacy



University Doctors: We Need More Support Fighting Ebola in Africa

By Sriram Shamasunder, MD and Phuoc Le, MD



‘

Racism and the Off-Duty Doctor

How my hospital ID has become an “I exist” card.



The two we we will focus on today

Public Narrative

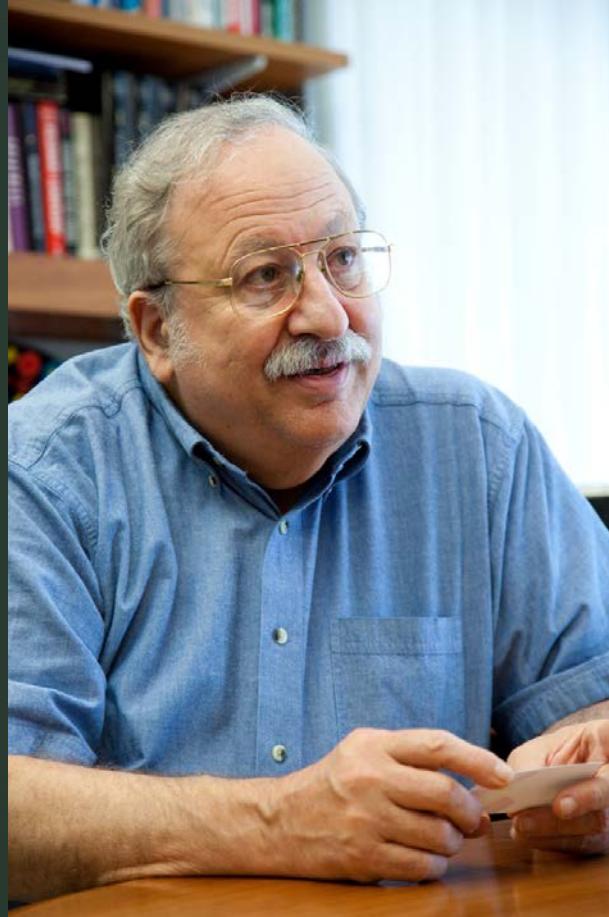
Op- Ed



Marshall Ganz + Narrative



- Student Nonviolent Coordinating Committee (SNCC)
- United Farmer Workers
- Harvard Kennedy School of Government



Marshall Ganz + Narrative





Narrative as Leadership Practice

“You don’t have any choice if you want to be a leader. You have to claim authorship of your story and learn to tell it to others so they can understand the values that move you to act, because it might move them to act as well.” – Marshall Ganz

Story of Self, Us, and Now



Story of Self



Where you came from, why you do what you do, and where you think you're going.



- Why were you called to do this work?
- Did anything in your upbringing influence you?
- What challenges have you had to overcome?





Organizing v Marketing



“The language of marketing defines people as customers, forms of engagement as products, organizational identities as brands, and success in terms of sales. Organizing defines people as constituents, forms of engagement as relational, organizational identities as narratives, and success as impact, as change.” – Marshall Ganz

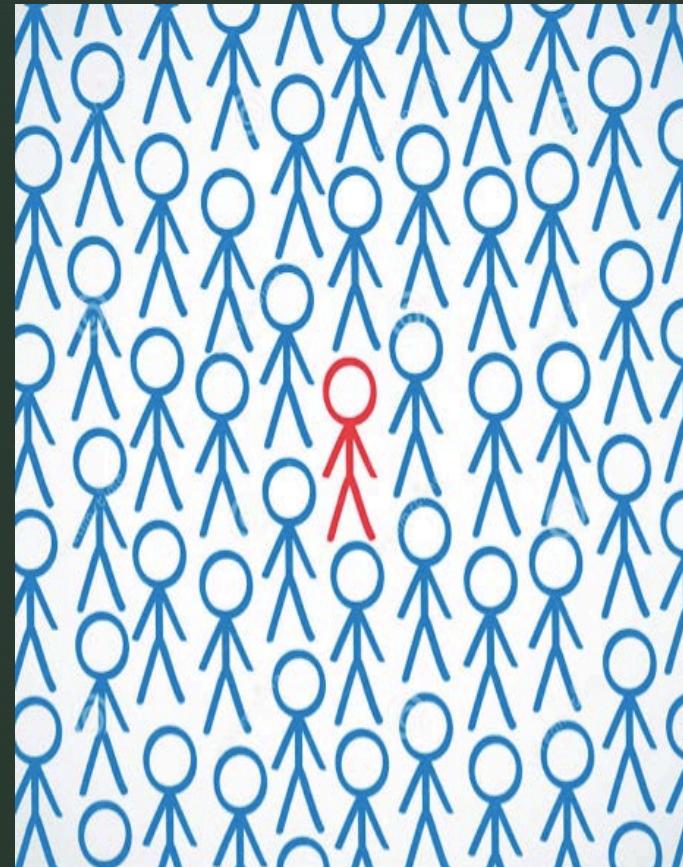


Story of Us



A Story of Us brings forward the values that move us as a community.

- With whom do you share a common past?
- With whom do you share a common future?
- Your challenge will be to define an “us” upon whom you will call to join you in action motivated by shared values.



Story of Now



Stories of Now articulate the challenges we face now, the choices we are called upon to make, and the meaning of making the right choice.

WE NEED YOU TO ACT NOW.





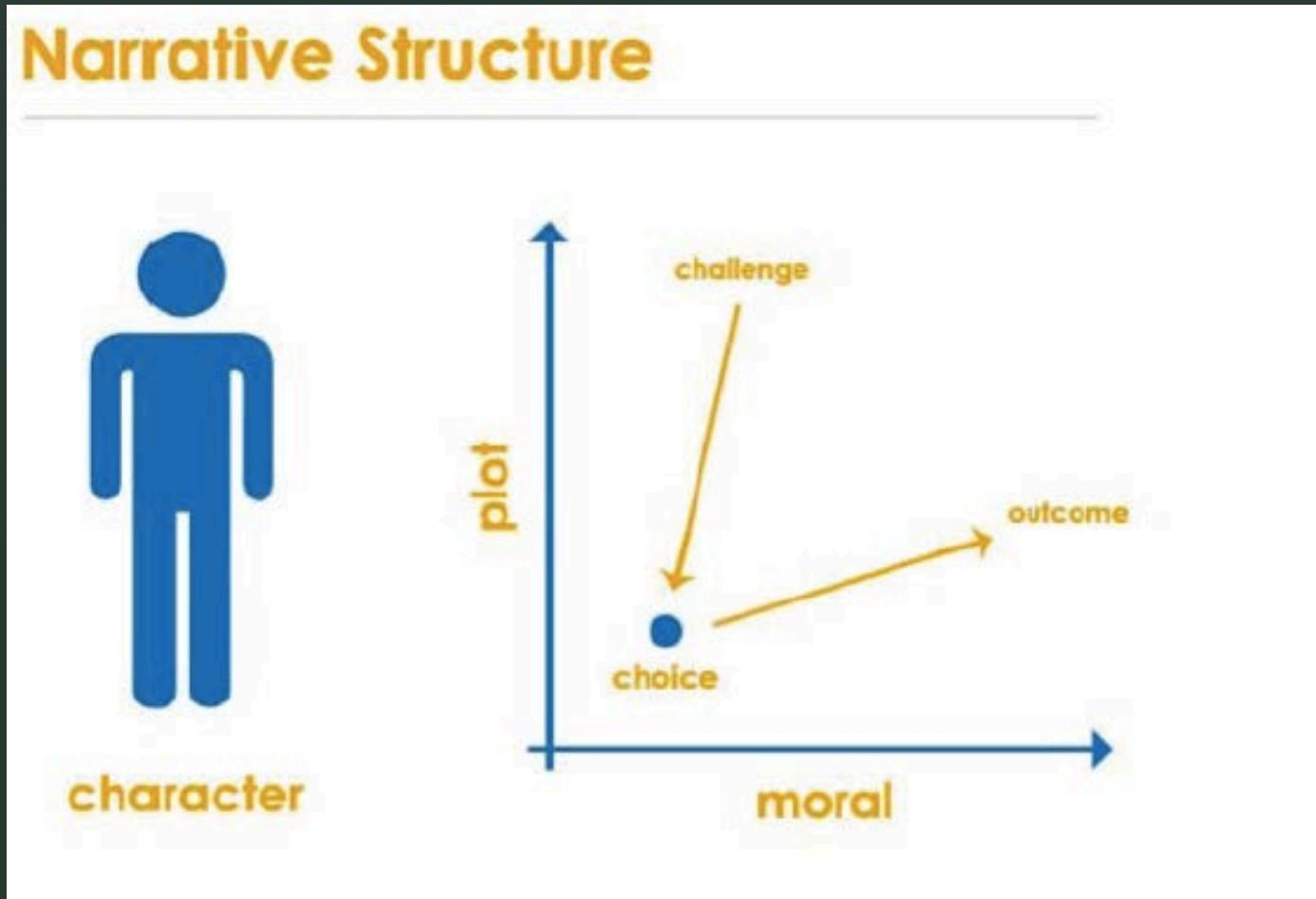
Story of Now

*“We are now faced with the fact that tomorrow is today. We are confronted with the **fierce urgency of now.**” Martin Luther King Jr.*

- What action does your mission require of us right here, right now, in this place?
- What concrete step could we take to join you in this journey?

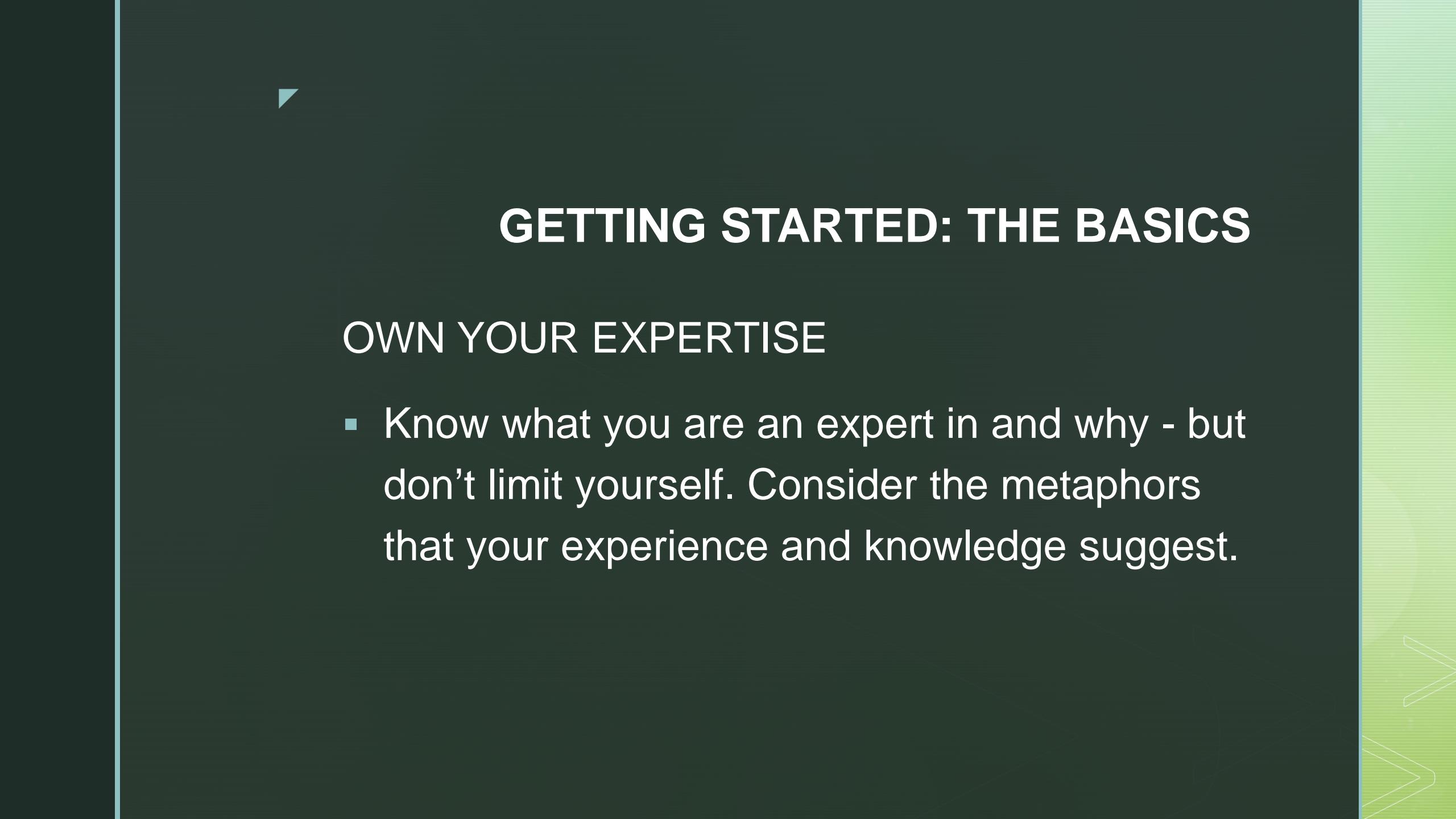


Narrative Structure



Practicing our own narratives.

The Op-Ed



GETTING STARTED: THE BASICS

OWN YOUR EXPERTISE

- Know what you are an expert in and why - but don't limit yourself. Consider the metaphors that your experience and knowledge suggest.

Stay current

- Follow the news – both general and specific to your areas of specialty. If you write about Haiti, read the Haitian press. If you write about pop culture, read the media that cover it.

The Perfect is the Enemy of the Good

In other words: write fast. You may have only a few hours to get your piece in before the moment is gone

Cultivate a Flexible Mind

Remember that a good idea may have more than one news hook, indeed if the idea is important enough it can have many. So keep an eye out for surprising connections and new news hooks – the opportunity may come around again.

USE PLAIN LANGUAGE

Jargon serves a purpose, but it is rarely useful in public debate, and can obfuscate – sorry, I mean cloud – your argument. Speak to your reader in straight talk.



Respect the Reader

- Never underestimate your reader's intelligence, or overestimate her level of information. Recognize that your average reader is not an expert in your topic, and that the onus is on you to capture her attention – and make the argument compel.

■ **Questions to Ask Yourself Before Writing**

- **Why should we readers trust you?** Are you authoritative on your topic? Can you provide evidence of your expertise? You don't need to have a famous name, a big title, or a fancy degree—but you do need to be well positioned to speak on your topic, and able to convey it.
- **Can you back up what you say?** Is your argument based on evidence—solid material
- **What's new?** Is your argument different, particularly original in the way it is delivered.
- **So what?** Why should everyone else—care?
- **What's the difference between being “right” and being “effective”?** Does your language tend to write off the people who would disagree with you, or do you employ empathy and respect in the pursuit of changing minds?
- **How will your ideas and arguments contribute to the conversation, and be helpful to your audience?** Do you see your knowledge and experience in terms of its potential value to others?

LEDE (AROUND A NEWS HOOK)

A lede is what sets the scene and grabs your reader's attention – it is your introduction. A news hook is what makes your piece timely, and often is part of the lede

THESIS

- Statement of argument – either explicit or implied

Argument

- Based on evidence (such as stats, news, reports from credible organizations, expert quotes, scholarship, history, first-hand experience)

First Point

evidence

evidence

conclusion

- + “TO BE SURE” PARAGRAPH
- In which you pre-empt your potential critics by acknowledging any flaws in your argument, and address any obvious counter-arguments.
- + CONCLUSION (OFTEN CIRCLING BACK TO YOUR LEDE)
-

Second Point

- evidence
- evidence
- conclusion