Advocacy 101

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Getting oriented

- Choosing where to focus your energy: so many issues
- Choosing what organization to work with
- Settling on a media diet to stay informed in real time
Analyzing a problem

• Lit review
• Environmental scan
• Interviewing key informants
• Log frame, diagraming
Turning a mess into a problem

And creating a political issue out of a problem
Creating handles on problems
Balancing quick wins with long term struggle
Segmenting your advocacy

- Elected officials
- Deciders
- Influencers
- Public opinion
Advocacy Tools

• Report cards
• Demonstrations
• Writing: letters, op-eds, blogs, academic pieces
• Resolutions
• Social Media
• Art
Installations or Theater: Yes Men

- **Culture jamming** (sometimes *guerrilla communication*) is a tactic used by many **anti-consumerist social movements** to disrupt or subvert **media culture** and its **mainstream** cultural institutions, including corporate advertising. It attempts to "expose the methods of domination" of a **mass society** to foster **progressive** change.

Andy Bichlbaum, a member of the Yes Men, appears on **BBC World** to take full responsibility for the **Bhopal disaster**.
Saul Alinsky’s Rules for Radicals

• Power is not what you have but what the enemy thinks you have
• Never go outside the experience of your people. This will result in confusion, fear and retreat.
• Whenever possible, outside the experience of your enemy. This will result in confusion, fear and retreat.
• Make the enemy live up to their own book of rules.
• Ridicule can be our most potent weapon.
• A good tactic is one that your people enjoy.

• NEXT...
Saul Alinsky’s Rules for Radicals (2)

- A tactic that drags on too long becomes a drag.
- Keep the pressure on. Utilize different tactics and actions.
- The threat is usually more terrifying than the thing itself.
- The price of a successful attack is a constructive alternative.
- Pick the target, freeze it, personalize it and polarize it.