

Advocacy 101

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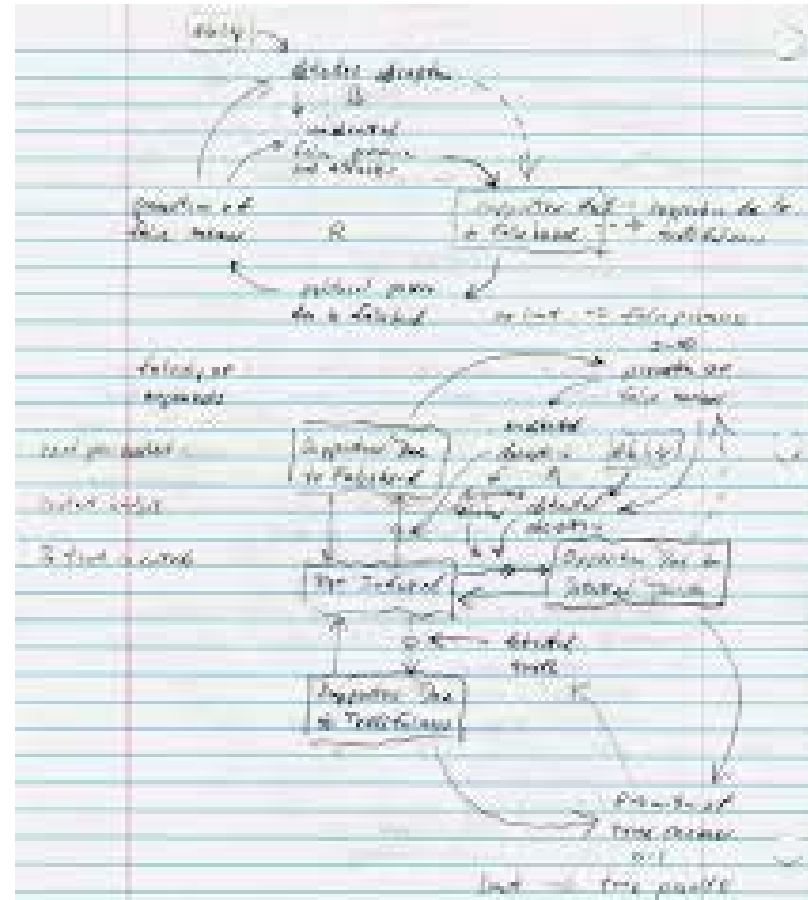
Getting oriented

- 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.

