

Quiz

the Experienced

Question: How do you frame and deliver an effective message?

Compiled by Amanda Rawls from Blowing Away the Smoke nos. 5&6, and other AI materials.

- Create a story that leads people to say, "That just isn't right. Something should be done."
- Speak to shared values, such as fairness, common sense, or protection of children.
- Shape stories with traditional patterns of newsworthiness: controversy, injustice, irony, and human interest.
- Use a diverse arsenal of statistics, true stories, and shocking facts.
- Put them in a social context to make them meaningful and compelling.
- Talk about what is at stake on a personal level: Who is affected? How?
- Translate individual problems into social issues, with concrete examples of how your proposed policy will benefit the entire community.
- Name the individual or body whom you hold responsible for taking action.
- Identify "authentic voices" who can talk with journalists about the problem as well as the policy solution.
- Get your message into multiple media arenas to create a sense of urgency or a "buzz."
- Develop relationships with local, national, and international journalists. Provide background materials to educate them, and lay the groundwork for future coverage.

What other advice would you offer?
E-mail <ce@advocacy.org>.

ADVOCACY INSTITUTE

1707 L STREET, NW, SUITE 400, WASHINGTON, D.C. 20036-4213 U.S.A.

Editor's Note

It wouldn't be right to share **ChangeExchange** with this community of justice advocates without acknowledging the situation in Serbia. Most certainly, the conflict affects the daily lives, hard work, and aspirations of our colleagues working for democratic, non-violent social change in Kosovo, Serbia, and neighboring countries. To these colleagues and their families, we extend our prayers for an end to the conflict and for a lasting peace in the region.

For those of you whose daily lives are unaffected by the conflict, you doubtless know of numerous relief efforts to support. In a *Special Advertisement*, we offer information on one effort, the **Kosovo Women's Fund**, established by the STAR Network of World Learning, which includes many alumni from the International Policy Advocacy program.

Public Spaces and Information

In some ways, it is fitting that this issue of **ChangeExchange** focuses on public spaces and information. Public spaces are a critical element of democracy and civil society. Here, important issues are raised, dialogue is created, and ideas for solving public problems are tested. In this issue, we offer articles from Bangladesh, India, Indonesia, and the U.S. which explore these ideas.

The use of information—interpreting official data, creating your own sources, and framing effective messages—builds the backbone of any effort to enact public problem solving. Articles about advocacy efforts in the U.S., South Africa and India describe various uses of information.

In a recent letter, an AI alumnus describes his work as a village organizer with WATCH in Nepal. He writes, "Whether or not a country is democratic, the people rarely know their rights." With just this in mind, a colleague from Bangladesh surveys international and regional human rights conventions that address the right to information.

As articles for this issue trickled in, a second theme emerged: good governance and institution building. While articles from Indonesia and Ukraine begin the discussion, perhaps this theme can be continued in the next issue, "**Common Threads**." You are invited to continue the exchange on this or any of the previous topics—capacity building, gender, local and global links, culture, public space and information. (See *Contributions* for details.)

Finally, a heartfelt thanks to our colleagues who take time to read **ChangeExchange**, pass their copy on to others, reflect on new ideas, visit us, drop us a note, write an article, or offer feedback on our efforts. Every role is needed and valued. On behalf of the Advocacy Institute, thank you for helping build our community and for joining the exchange for change!

Next Issue of ChangeExchange: Common Threads Submission Deadline: July 31, 1999

See *Contributions* on page 35 for details.

Cover: Cartoon used by a grassroots organization in southern India.

ADVOCACY INSTITUTE

Capacity Building Team

Maureen Burke
Senior Director, Programs

David Cohen
Co-Director

Colin Moffett
Program Associate

Amanda Rawls
Editorial Assistant, Intern

Kathleen D. Sheekey
Co-Director

Nancy Singer
Administrative Assistant

Rosa de la Vega
Editor, ChangeExchange
Coordinator, Capacity Building Programs

Tobacco Control Team

Kay Arndorfer
Director

Stephen Bobb
Program Associate

Theresa Gardella
Project Manager

Joel Papo
Research Associate

Mike Pertschuk
Co-Director

Administration & Development Team

Laura M. Chambers
Senior Director,
Administration & Development

Keiko Koizumi
Development Associate

Ellen MacKenzie
Budget Director

Design

Nini Sarmiento, Ni Design

Editorial assistance

Maureen Burke, Carolyn McGovern
and Kathleen Sheekey

ChangeExchange A forum for exchange to strengthen capacity to engage in justice advocacy. ©1999 Advocacy Institute. Made possible by the support of the Ford Foundation. Please share **ChangeExchange** as widely as you find useful.

Visit our web page
<http://www.advocacy.org>