

PRESENTING SCIENCE FOR POLICY

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OVERVIEW

- Review of Policy Process and Policy Papers
- Case Studies
- Guidelines for Speech Writing and Delivery
- Sample Presentations
- Assignment Overview

POLICY PROCESS REVIEW

- **Policy significance** – research that has implications for the policy world
 - Challenges: Inaccessible to most policymakers, lengthy
- **Policy accessibility** – readability of research for the policy world
 - Challenges: Differentiated by level of audience or type of audience
- **Policy actionability** – research that contains implementable recommendations
 - Challenges: Concrete actions, realism
- **Public debate** – writing in the public sphere to influence decisions
 - Challenges: Not always actionable, activism



ONE-PAGER STRUCTURE

- 1) **Executive Summary/BLUF** – States policy recommendation at beginning
- 2) **Introduction** – overview of issue/problem and your argument
- 3) **Background** – provides history of the issue
- 4) **Analysis** – why will policy recommendation solve problem, evidence-based
- 5) **Courses of Action** – provide alternative recommendations
- 6) **Conclusion** – Summarize argument and provide “ask”

POLICY PAPER TECHNIQUES REVIEW

WRITTEN TECHNIQUES

- Know your audience
- Use bullets instead of long paragraphs
- Cover all aspects
- Don't include too many details
- Clear, concise statements
- Use a simple vocabulary or explain any non-standard terms you need to use
- Provide impacts
- Acknowledge other courses of action (COA) and challenges to your argument
- Avoid clichés and bureaucratic jargon

DESIGN TECHNIQUES

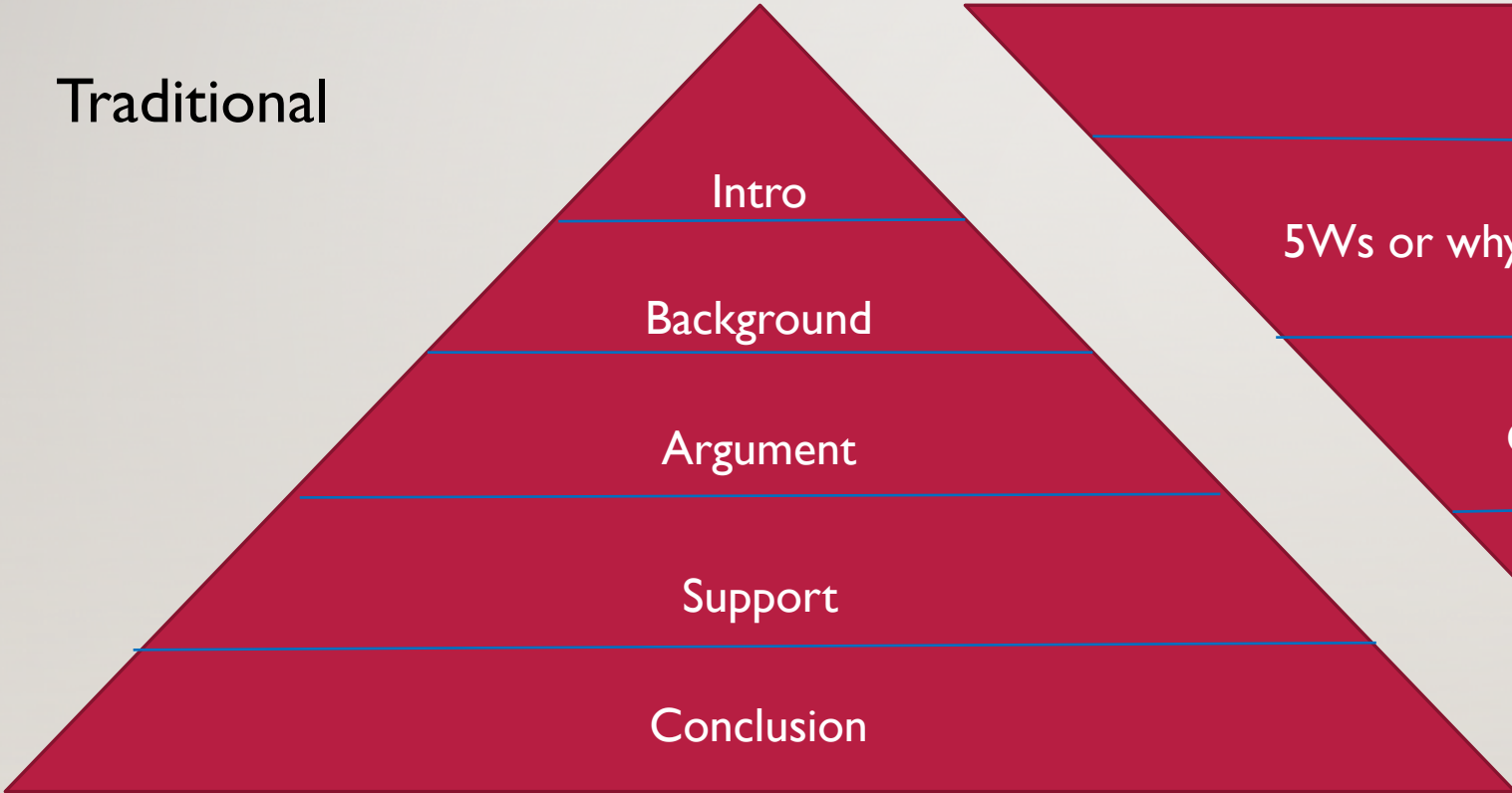
- Visually pleasing (include graphics that are easy to interpret)
- Place most important evidence in boxes or sidebars
- Use underline, italics, bold, and headings for highlighting points
- Effective use of white space
- Cite any figures you use, if you did not create them
- Maintain consistent formatting throughout the paper

CASE STUDIES

- Leonardo DiCaprio at 2014 United Nations Climate Summit in NYC
 - https://www.youtube.com/watch?v=ka6_3TjcCkA
- President Obama at Georgetown University in 2013
 - https://www.youtube.com/watch?v=KY-gZXq_0nM

STRUCTURES

Traditional



Persuasive



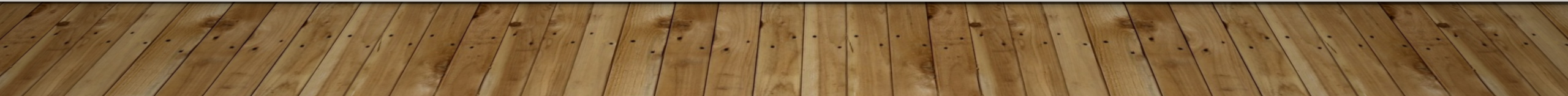
GUIDELINES FOR SPEECH WRITING

- Be concise and use simple language
- Incorporate narrative clues (e.g., First...second...third...)
- Repeat key ideas
- Reduce pronouns
- Use statistics or quotations sparingly
- Promote inclusiveness not division
- Develop a cadence (e.g., rhythmic triads, parallelism, alliteration)

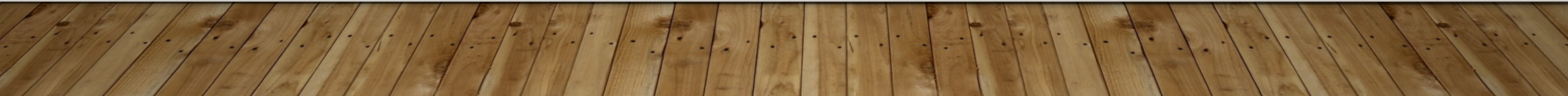
DELIVERY TECHNIQUES

- Practice (especially while writing your speech!)
- Use humor or sympathy to develop connection with the audience
- Insert appropriate pauses (especially at punctuation marks)
- Be careful of tone
- Highlight conjunctions

DEVELOP SAMPLE PRESENTATION



ASSIGNMENT OVERVIEW



RESOURCES

- Scholastic (2016). “Tips from the Insiders: How to Write a Political Speech.” Available at: <http://www.scholastic.com/teachers/article/tips-insiders-how-write-political-speech>. Accessed on November 3, 2016
- University of North Carolina-Chapel Hill Writing Center (2014). “Speeches.” Available at: <http://writingcenter.unc.edu/handouts/speeches/>. Accessed on November 3, 2016.
- Neale, Thomas H. and Dana Ely (2007). “Speechwriting in Perspective: A Brief Guide to Effective and Persuasive Communication.” Available at: <http://www.au.af.mil/au/awc/awcgate/crs/98-170.pdf>. Accessed on November 3, 2016.