



Welcome the stranger.
Protect the refugee.

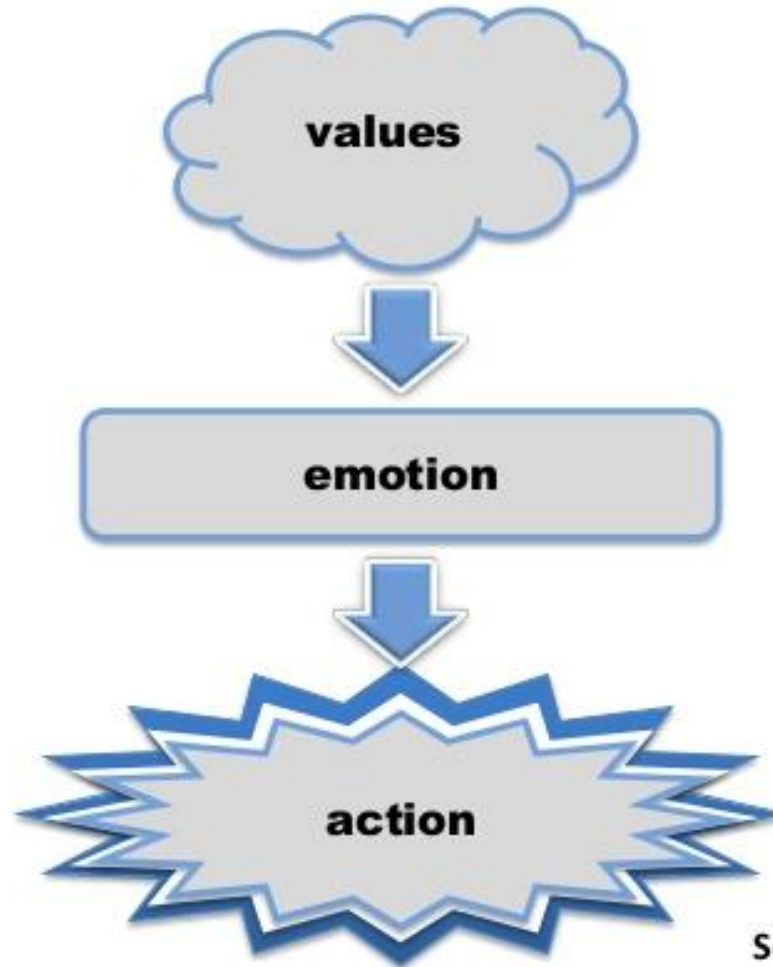
Public Narrative

October 31, 2018

Communications Tips

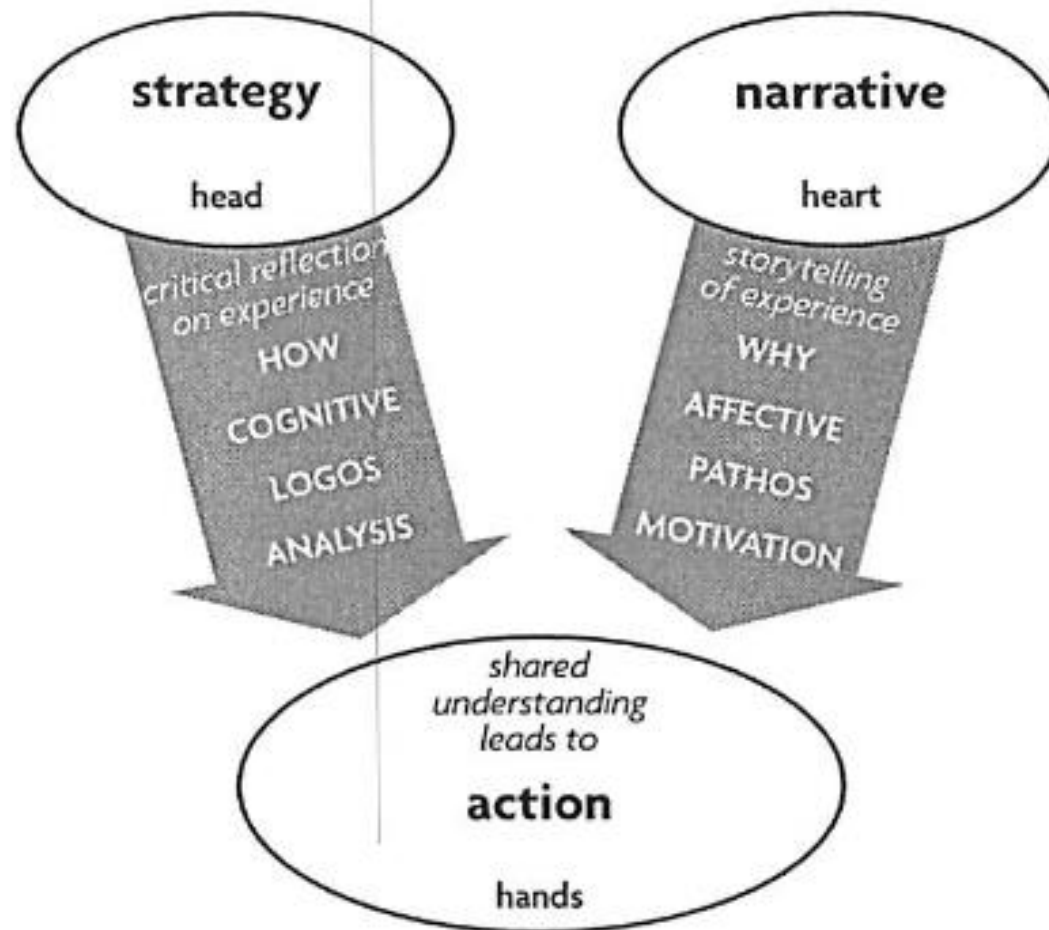
- Everyone has an audience and a platform.
 - Communication has become more democratic.
- Know your “moment.”
- Connect to a call to action.
- Tell positive stories.
- Tell your story.

If we want people to take action, we have to connect with their emotions through values

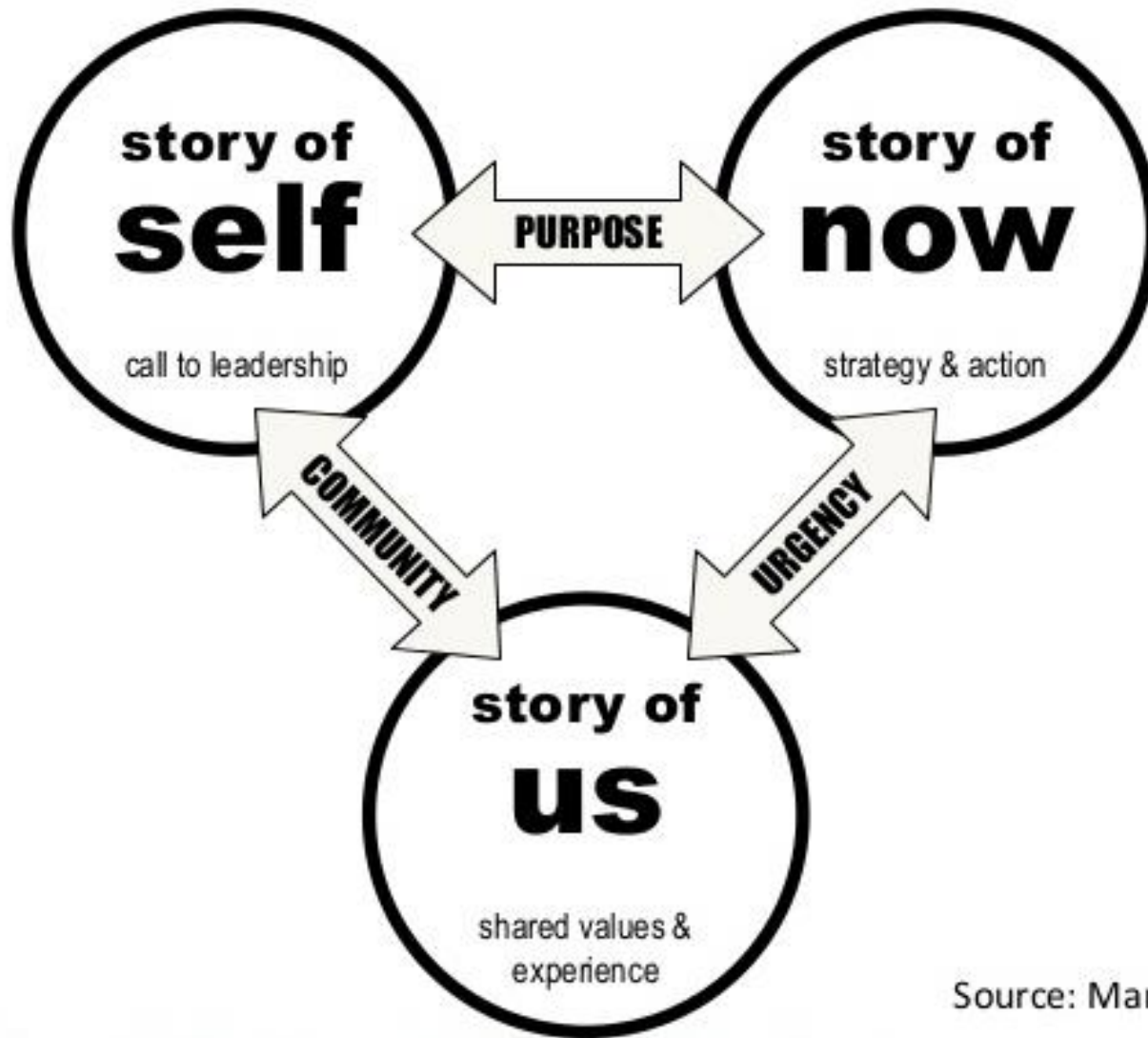


Source: Marshall Ganz

Figure 18.1. Mobilization of Others



Source: Zac Willette and the author.



Source: Marshall Ganz

Video!

- Story of Self
- Story of Us
- Story of Now
- Watch for how he weaves these things together, transitioning between them.
- What makes this model powerful?



Your turn!