

**The Art of Advocacy**  
**workshop Fall 2024**  
**Schedule**

**Week 1 (October 11) Introduction—IN PERSON: Program Overview and Goal**

**Setting** [Due this week: student photos and bios for the AoW website and social media accounts]

Topics to cover

Why write, why now? How can writing accomplish social and political change? How does Berkeley's activist legacy factor into our work now? How do you start the process of researching a topic you intend to publish on? What emotional hooks work best?

Activities

Students introduce themselves, discuss their advocacy interests, and set goals for the semester (e.g., submit an op-ed to their hometown newspaper)

Whole group brainstorms topic(s) for the initial letter to the editor assignment

**Week 2 (October 18) "Old Media"—ZOOM: Letters to the editor and op-eds**

(remote) [Due this week: letter to the editor on topic decided by the group]

Topics to cover

What is an Op Ed? Why write one? How do you get an op-ed published?

What does it mean to pitch something? How can you get an editor's attention? How do you find the best publication for your piece? How do you use personal storytelling to make your arguments more compelling?

Activities

Reading letters to the editor aloud and comparing pros/cons of different ones

Brainstorming hooks for op-eds

Experimenting with how to present research in an exciting fashion (e.g., who can write the most engaging sentence about a boring fact?)

Students share what they intend to write their op-eds about

**Week 3 (October 25)—ZOOM "New Media": Social media campaigns and blog posts** [Due this week: op-ed draft on students' topics of choice]

Topics to cover

Why use social media? What can social media accomplish that other media forms can't?

What are your responsibilities when using social media for advocacy purposes? How can you use your platform and voice to tell a story? What are the different strategies you can use to tell a story via social media (infographics, blog posts, short form and longform videos, etc.)? How is audience engagement measured on social media, and what are some strategies for improving it?

Activities

Analyzing two different social media campaigns as a group, or analyzing how one campaign operates differently on two separate platforms

Pairs/small groups post on social media and see who gets the most engagement by the next week

**Week 4 (November 1)—ZOOM: Workshop!**

[Due this week: either a blog post or social campaign on the same topic as the op-eds]

Topics to cover

What are immediate red flags to editors? How do you work with an editor? How do you adapt your writing for different audiences?

Activities

Students will workshop one another's op-eds and/or blog posts (if students would like their blog posts discussed by the group, they should plan to have them done at least a day before this meeting to give others ample time to review)

**Week 5\* (November 8) Final Meeting—IN PERSON:** [Due today: program feedback form]

\*This could also happen after the fourth session, depending on what time the sessions are