

Audio Storyboard: Overview of Policy Assignment

Bruce Neubauer
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Note: Source of audio loop is "Royalty Free Music for Making YouTube Videos, vol. 2 by Joe Baker, derived from Amazon.com site.

Segment	Script/Text	Sound or Music
Intro. music		Electronic loop for 10 seconds including fade out,
Spoken text	How often have you identified a problem in your community or society and said to yourself, "something should be done about that?" This assignment will help you become an advocate for change. It is not enough to just realize a need. Public administrators and other citizens need to know how to become effective as advocates for change.	
Pause		3 to 5 seconds to let learners process and retain.
Spoken text	Before you speak up you need to know who you are speaking to in order to frame your communication to them. Sometimes elected political leaders are involved. You may also want to communicate your concerns to the general public. Don't just stir up dust. Identify who you need to reach and what to say to each audience.	
Pause		3 to 5 seconds to let learners process and retain.
Spoken text	If you are addressing a political leader who is likely to agree with you, you don't need to pound your message like a nail. Inform the person of your concern. Ask that person to help communicate the need to others.	

Pause		3 to 5 seconds to let learners process and retain.
Spoken text	If you are addressing the general public, realize that it is likely that not everyone agrees with you. Anticipate their concerns. Make your case while respecting the concerns of others.	
Pause		3 to 5 seconds to let learners process and retain.
Spoken text	You may have to make your case to elected political leaders who do not share your core values. If you try to force them to adopt your values you are likely to fail. Frame what you have to say in terms of their values. They may help you create the change you want, but not necessarily because they agree with your reasons. It is easy to make enemies. In the long term, effective public administrators and others build working relationships with others by seeking to find common ground.	
Pause		3 to 5 seconds to let learners process and retain.
Spoken text	You can become a more effective advocate to help identify and address problems in your community and society. Thank you for listening.	
Concluding Music		Fade in same electronic loop for 10 seconds with fade out.