Policy Formulation
Presentation Guidelines for Final Memo Assignment
2018

Please prepare a brief (maximum of 2 minutes) presentation, record it on VoiceThread, and upload it to the CoursePlus website for this course. Please do not use slides or other visual aids. The purpose of your presentation is to summarize the policy ask in your final memo assignment in a format that would match that of a legislative hearing or an elevator speech. We are looking for you to speak succinctly and convincingly about your final memo topic.

Please consider the following questions in preparing your remarks.

1. Introduce yourself; acknowledge your audience. Your audience might be a particular committee at the local, state, or federal level; it could be a health commissioner or elected official.

2. State your policy ask.

3. Describe the problem that is the reason you are advocating for or in opposition to said policy. Consider whether you will use data and/or a narrative story in describing the problem, and if you can relate the problem directly to your audience.

4. Reiterate your policy ask.

5. Thank your audience for their time.

If you have any questions about this presentation assignment, please post your questions on the Discussion Board on the CoursePlus website so that all people in the course can view your question and the response. Please upload your VoiceThread presentations by 5pm on Friday December 21, 2018.