



Power

Organize

Power

(Michael Parenti)

Power belongs to those who possess the resources which enable them to control the behavior of others, such resources as jobs, organizations, technology, publicity, media communications, social legitimacy, expertise, essential goods and services and the ingredient that often determines the availability of these things –money.

- ♦ “The test of our progress is not whether we add more to the abundance of those who have much it is whether we provide enough for those who have little.” - Franklin D. Roosevelt
- ♦ “Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek.” -Barack Obama
- ♦ “Let us not seek the Republican answer or the Democratic answer, but the right answer. Let us not seek to fix the blame for the past. Let us accept our own responsibility for the future.” -John F. Kennedy

Power

(Saul Alinsky)

Rules of Radicals

Whenever possible go outside of the experience of the enemy

- ◆ Make the enemy live up to their own rules
- ◆ Ridicule is man's most potent weapon.
- ◆ ~~Ridicule is man's most potent weapon.~~ A tactic that drags on too long becomes a drag.
- ◆ A good tactic is one that your people enjoy.
- ◆ A tactic that drags on too long becomes a drag.

Power

(Saul Alinsky)

Rules of Radicals

- ◆ If you push a negative hard and deep enough it will break into its opposite
- ◆ The price of a successful attack is a constructive alternative.
- ◆ Pick the target, freeze it, personalize it and polarize it its opposite
- ◆ The price of a successful attack is a constructive alternative.
- ◆ Pick the target, freeze it, personalize it and polarize it

Thoughts to Pontificate

The task is not so much to see what no one yet has seen, but to think what nobody has yet thought about that which everyone sees.

Arthur Schopenhauer

- ♦ I had a vivid imagination, not only could I put myself in the other person's place, but I could not avoid doing so. My sympathies always went out to the weak, the suffering, and the poor.

- ♦ Realizing the sorrow I tried to relieve them in order that I myself might be relieved.

Clarence Darrow

Power

Ability to organize people

- ◆ **Ability whether physical, mental or moral to act.**
- ◆ **Ability to organize money**
- ◆ **Ability to organize people**

Critical Elements Of The Work

- ◆
(Issue ID, Leadership potential, issue ID, Reflection)
- ◆ Communication
(Oral, Written, Social media, Press)
- ◆ Planning and analysis
(Strategic planning, action evaluation,
policy analysis)
- ◆ Organizational development
policy analysis)
- ◆ Organizational development

Activity

(30 min) Power Tactics

- * Students break up in groups utilizing up to four power tactics to tackle an issue. Groups will be divided into issue advocacy, electoral campaign, relationship building, media, outcomes and evaluations of action. Students will come back to speak as group as to how they utilize power tactics for each “issue”.

Watch

- * <http://www.youtube.com/watch?v=5Uoy6xy5AFM>
- * <http://www.youtube.com/watch?v=WW3uk95VGes>
- * <http://www.youtube.com/watch?v=yrHNig2aIjQ>

Tools For Your Arsenal

- * Themes from each clip
- * Malcolm X: Discipline, order, organized, purposeful, leadership, power
- * Gandhi: Media Power, Discipline, organized, compassion, direct action, direct verbal declaration of wants, persistent, literally walked the walk

Review

- * 20 Minutes- Reviewing Power tactics as group
- * Compare to mobilization of current movements local or the likes of Occupy and Ferguson: Are they movements?
- * 10 min-Q&A