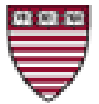


Writing



HARVARD Kennedy School
JOHN F. KENNEDY SCHOOL OF GOVERNMENT

Policy Memos

For years you have written professionally, but without the tight rubric of the 1000-word policy memo standard to HKS courses.

Today you learn ...

**THE RULES FOR
WRITING
EXCELLENT
POLICY MEMOS**

To learn more about policy writing and communications at HKS

FIRST

Join a Communications Course

SECOND

Use the Resources on the Communications Program webpage

THIRD

Book an appointment with a Writing Consultant

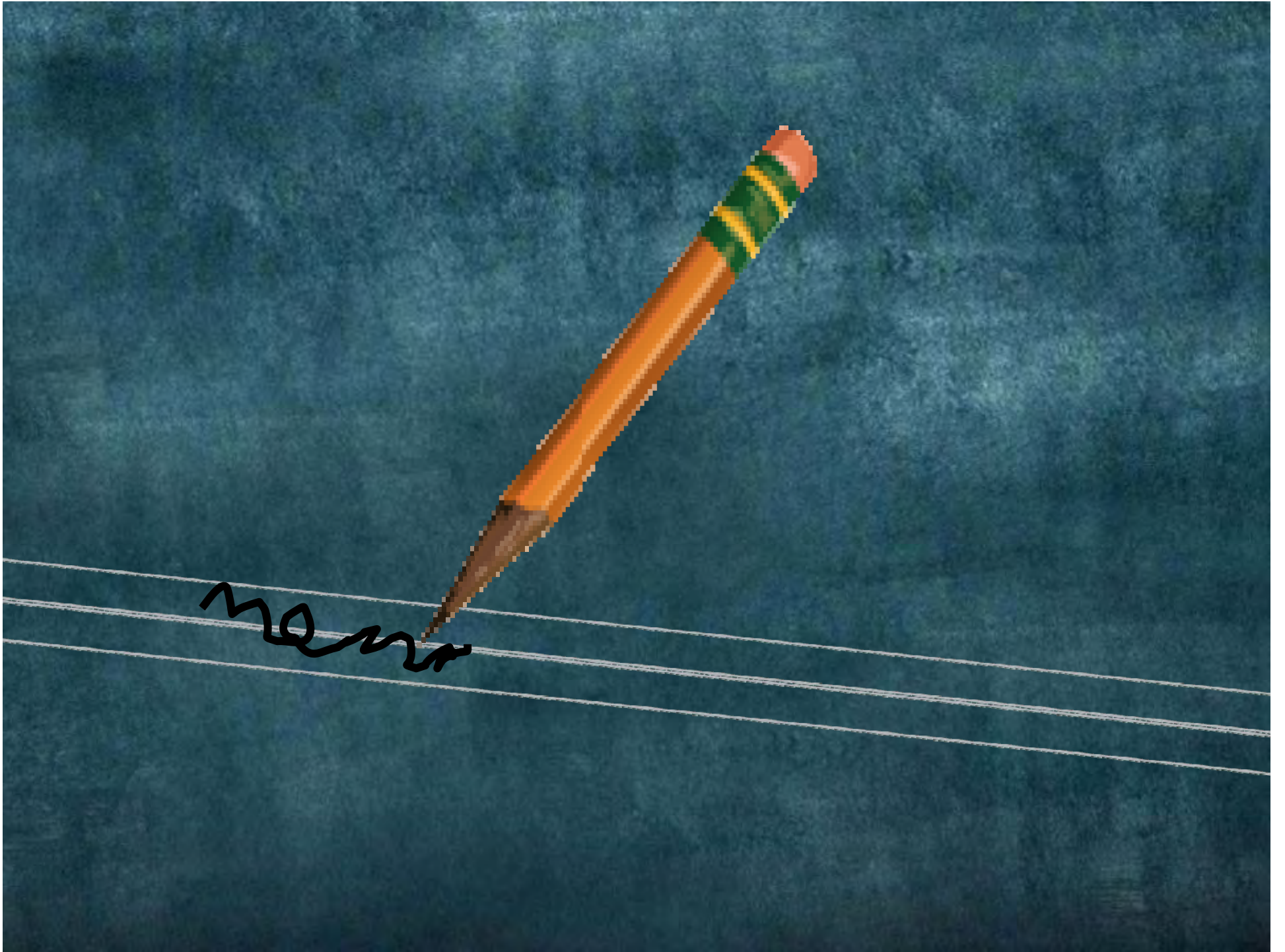


To harness the power of the
Communications Program, log on to

<http://shorensteincenter.org/students/communications-program/>







**GLOBAL
CAUSES**



RULES



6 RULES

TOP-CREATING
SUPERB
MEMOS



1 KNOW YOUR AUDIENCE



WHY
THEY
WANT
\$HAR\$
SHOULD NOT
FOLLOW
TO TAKE
VIEW

2



SHARE
IDEAS
TO CHANGE
MINDS

BLAH

blah
blah
blah

BLAH

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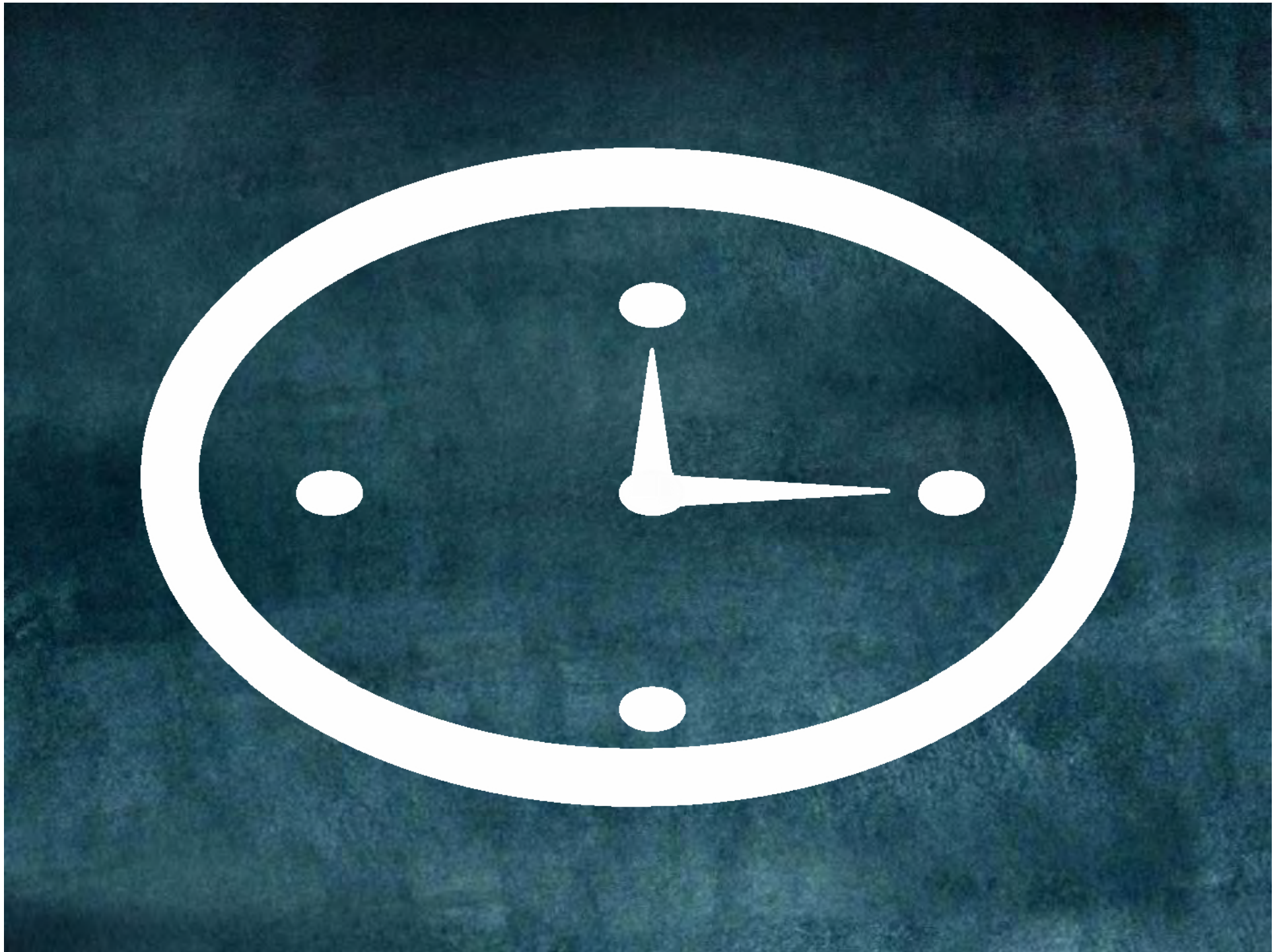
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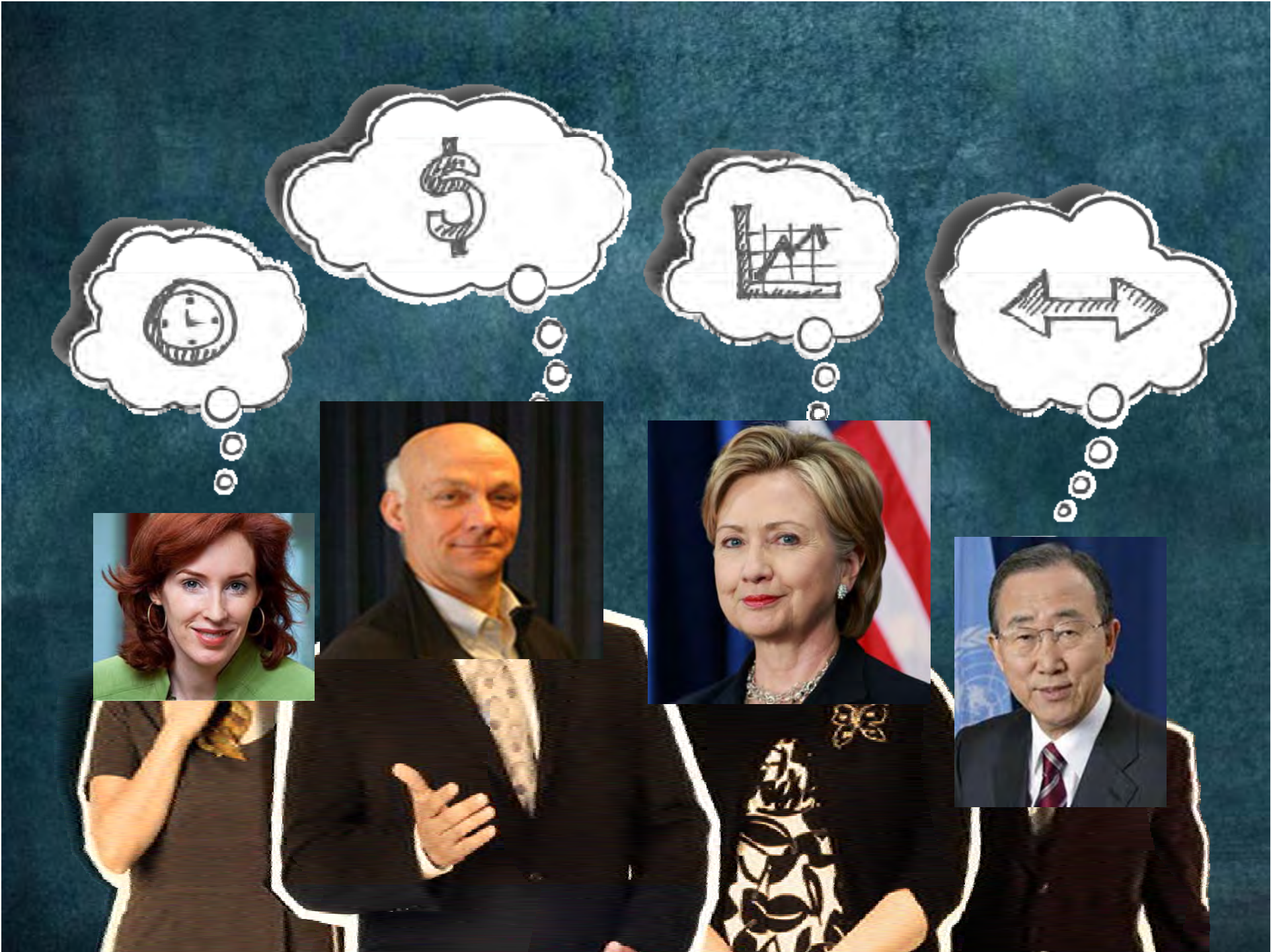


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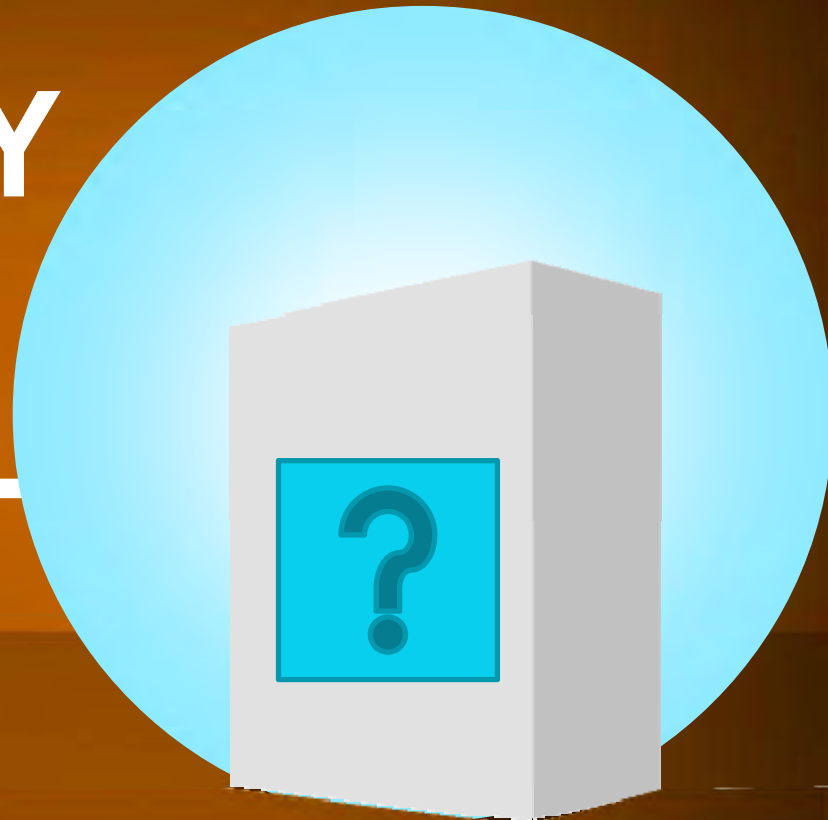




Connections



WHICH
POLICY
HAS IT
ALL





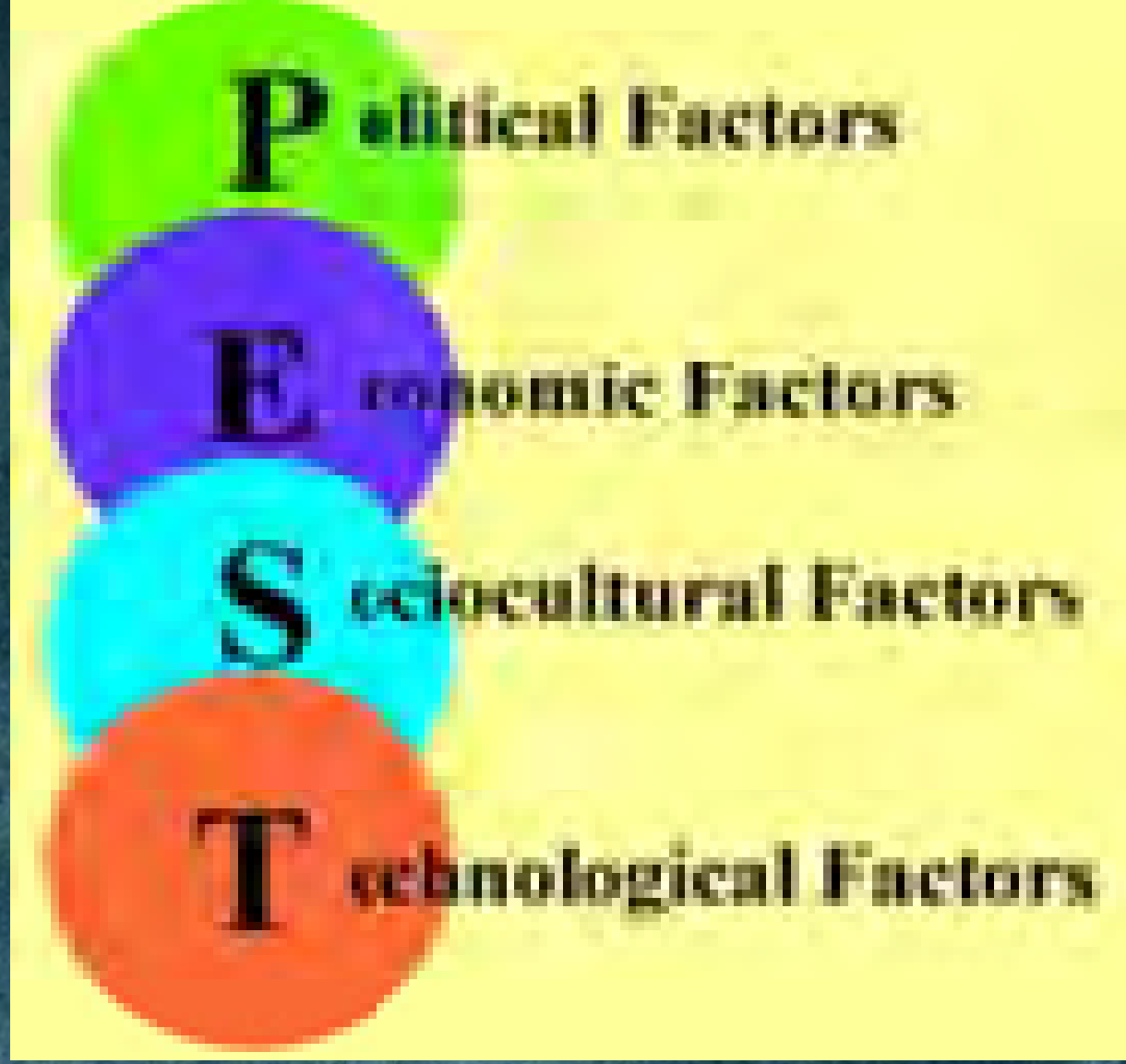
REFLECTION

3



**PRIORITIZE
RECOMMENDATIONS
TO MOVE
POLICY**

PEST Feasibility Study



OPTIONS

Prioritizing Recommendations

Do Nothing/ Status Quo	-	+	-	-	+/-
Tax Pesticides	+/-	+	+/-	+	+
Increase Number of Pesticides Banned	+/-	-	-	+	-
Discourage Pesticides through Tax Breaks to Ecologically Appropriate Crops	-	-	+/-	+	+/-
Limit the Number of Pesticides Used on Certain Crops	-	+/-	-	+/-	+/-
CRITERIA	Political Feasibility	Administrative Feasibility	Equity	Environmental Impact	Economic Impact/Cost Effectiveness

OPTIONS

Stakeholders Chart

Do Nothing/Status Quo	-	+	+	-	-	-
Tax Pesticides	+	-	-	+	+	+
Increase Number of Pesticides Banned	+	-	-	+	-	+
Discourage Pesticides through Tax Breaks to Ecologically Appropriate Crops	+	+/-	-	+	+	+
Limit the Number of Pesticides Used on Certain Crops	+	-	-	+/-	+/-	+/-
STAKE-HOLDERS	The Public	Traditional Farmers	Chemical Production Companies	Farm Labor	The Environment	Organic Farmers

Strengths

List the positive
Characteristic of
the Library

Weaknesses

List the negative
Characteristic of
the Library

SWOT

List Opportunities for
Library Programming
and Services

Opportunities

List Treats to
Library operation

Threats



THOUGHT

MESSAGE