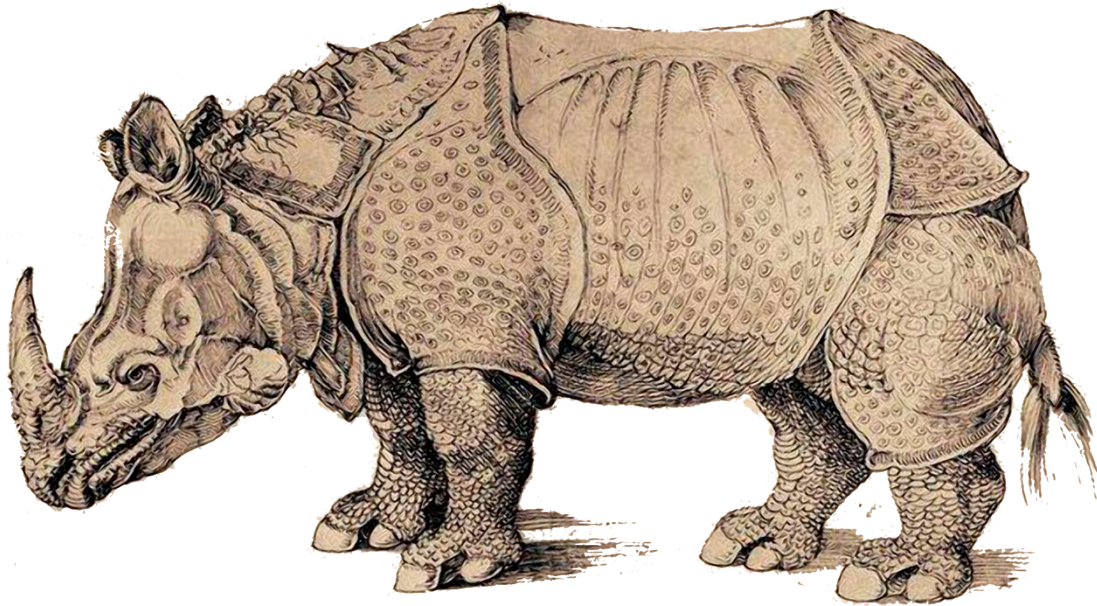


# Okay, move this...



## More Power to You

Practical ways to change how corporations and governments behave

Presented by: **Jonathan Polansky of Onbeyond LLC**

**Friday, February 10, 2012 @ 12 noon**

McGavran-Greenberg 1301

Interest groups routinely use advocacy tactics to get what they want. Why not you? Can smarter strategy move big money and entrenched interests? In one hour, explore the basics: how to frame a policy problem to best advantage, target the right people, and develop effective leverage.

If so many groups are already shaping our world, it can't be rocket science. So let's use hard-nosed common sense to de-mystify advocacy. You never know when power will come in handy, for problems large and small.

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Jonathan Polansky (Onbeyond LLC) has played research, strategic and creative roles in some 200 campaigns in a dozen countries on issues ranging from wild fisheries to domestic violence. He was creative director of San Francisco-based Public Media Center for more than two decades. Since launching Onbeyond LLC in 2005, Polansky has partnered with leading health groups and agencies intervening against the global tobacco industry. More at [Onbeyond.com](http://Onbeyond.com).

**Problem Solving Workshop to Follow**  
2 - 4 pm, MHRC 0003/0004  
Space is limited!  
Workshop RSVP [aemyers@live.unc.edu](mailto:aemyers@live.unc.edu)



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