

Using the ABT Framework for Proposals, Papers, Presentations, and Life in General

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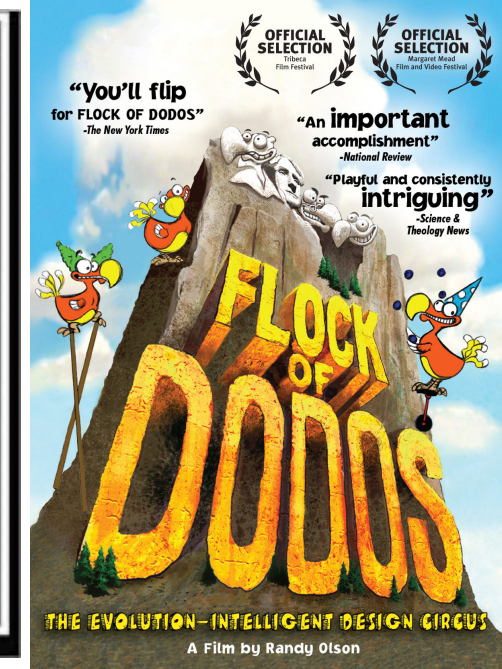
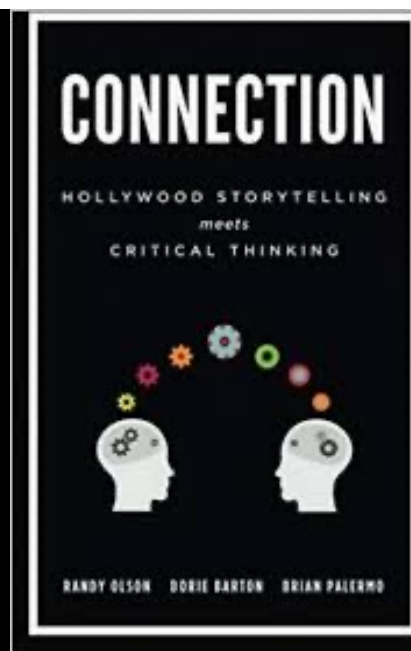
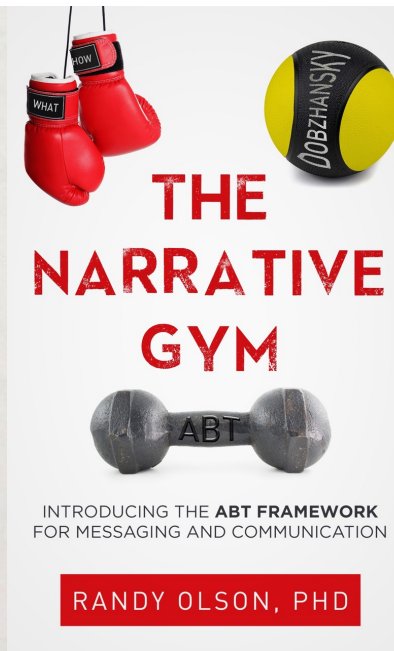
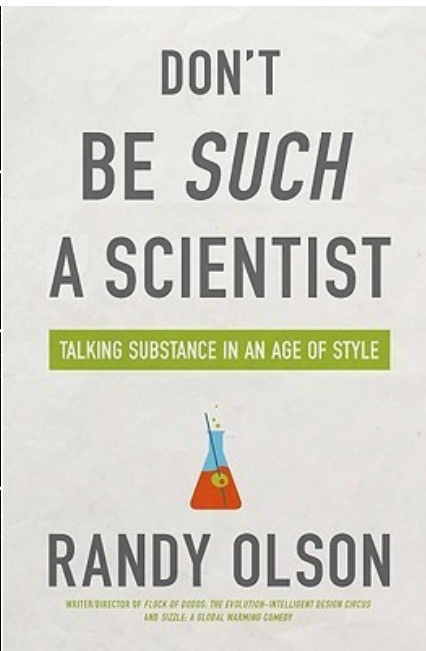
Photo: Kieran Cox



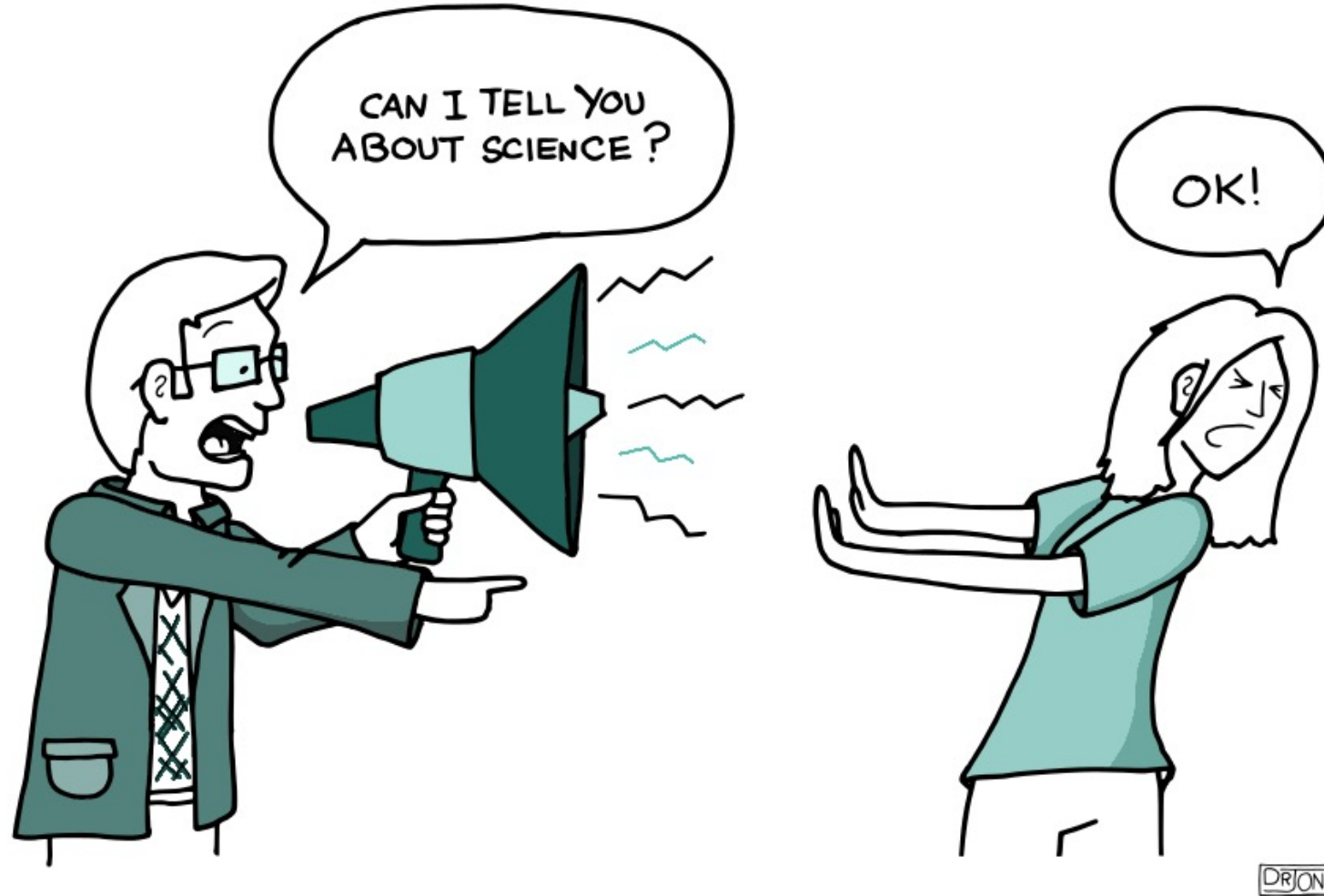
Photo: Kristina Tietjen



SciComm Training w/ Dr. Randy Olson

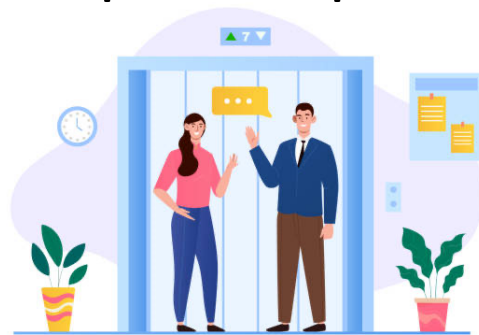


Why are you here? (i.e. your problem)

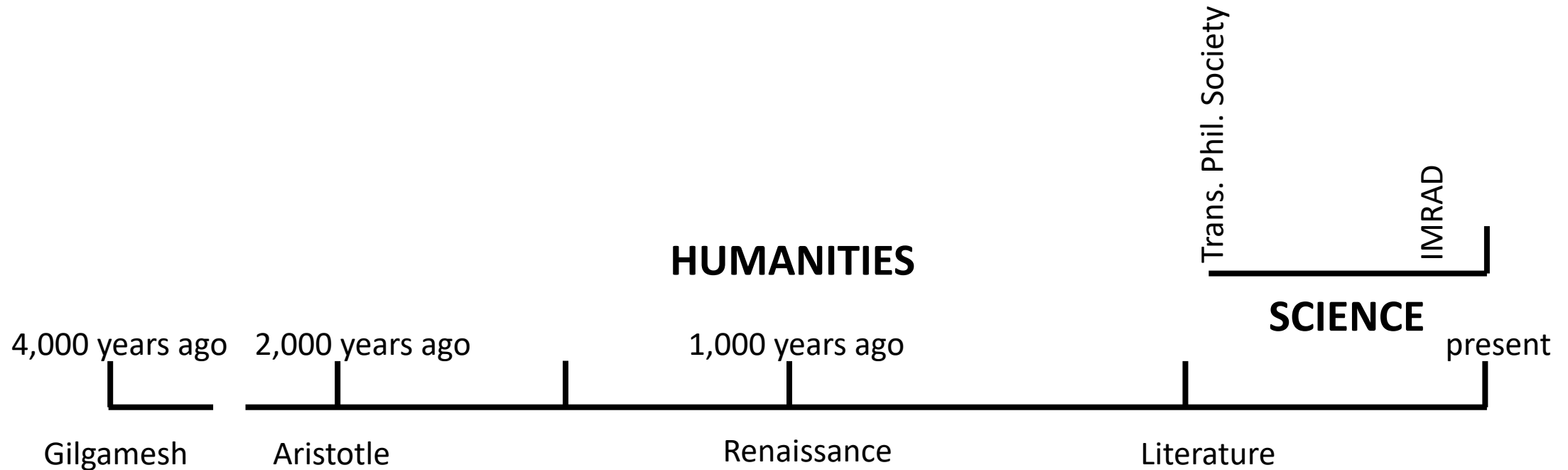


Why are you here?

- Overwhelmed and unsure of what information to share
- Trouble or unsure how to get start writing (i.e., grant, publication, etc.)
- Having trouble know why your research is important?
- Issues with making your research relevant to granting agencies
- Uncertain how to introduce yourself or your research
- Uncomfortable with public speaking



“Tell a story” Evolution of Story Telling



Cave paintings



First printed story: Epic of Gilgamesh



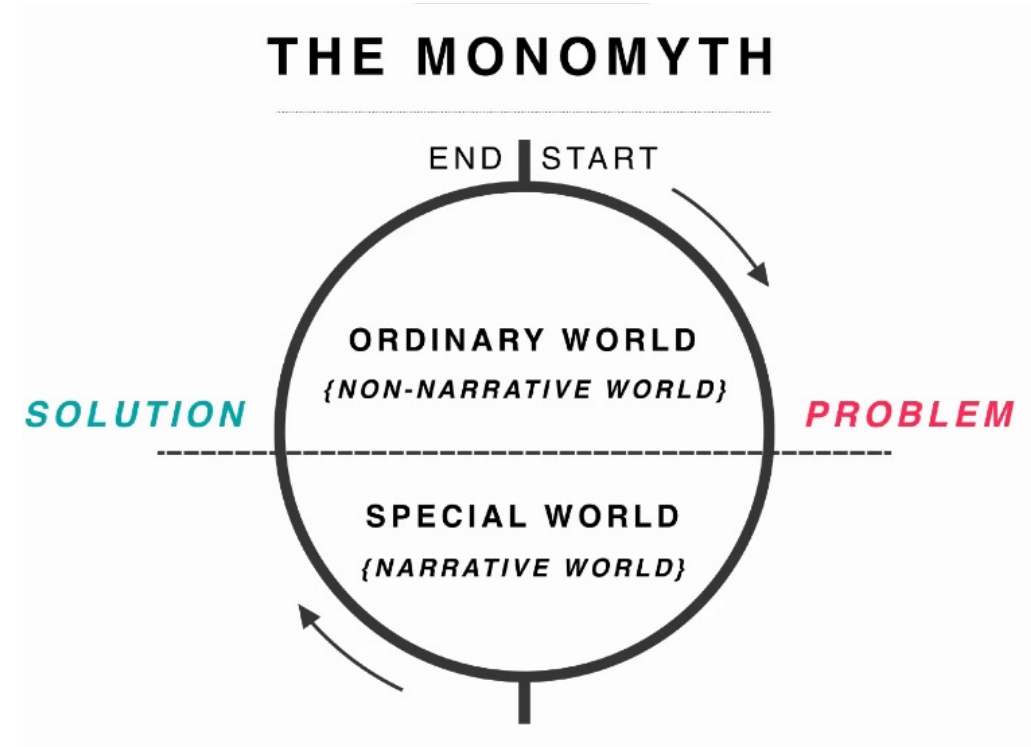
STORY VS NARRATIVE

- **STORY**

- The complete circular **journey from non-narrative to narrative**, then back to non-narrative.

- **NARRATIVE**

- The series of events that occur in the search for the solution to a problem.



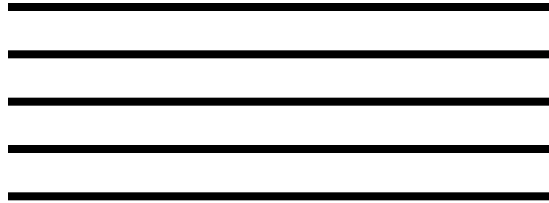
*A series of events doesn't **become a story until a problem is established**, which sets up the narrative part of the journey, which is the heart of the story.*

The Narrative Spectrum



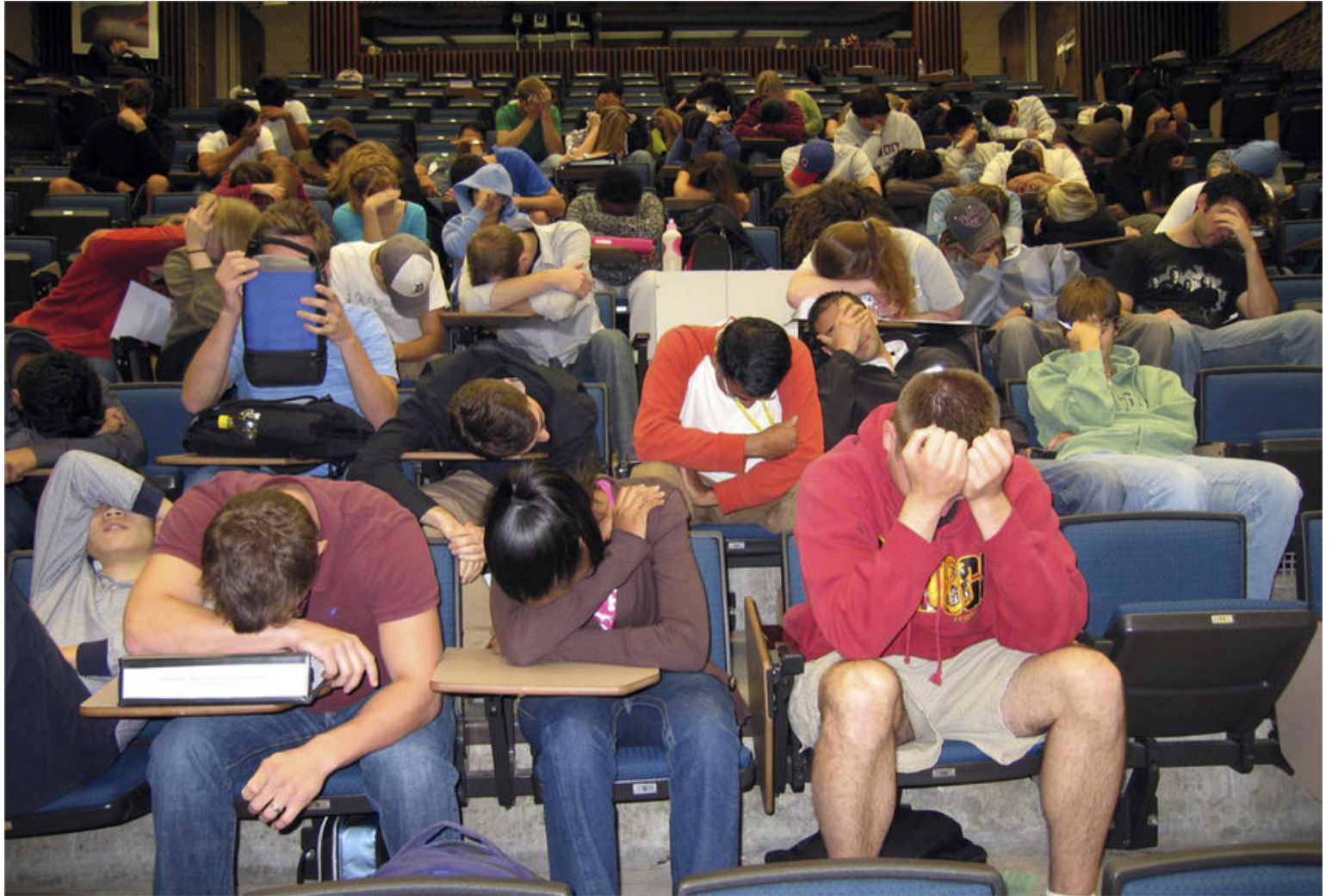
The Narrative Spectrum

AAA
(*and, and, and*)



BORING

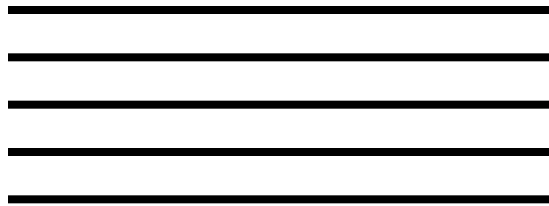
NON-NARRATIVE



The Narrative Spectrum

AAA

(and, and, and)

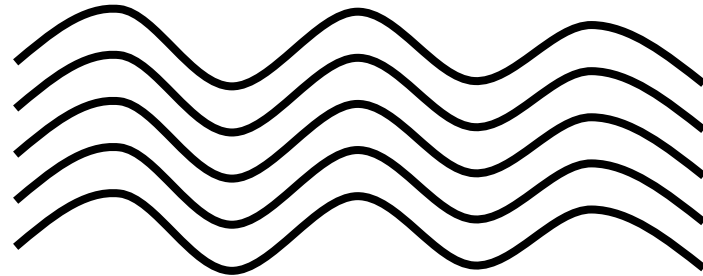


BORING

NON-NARRATIVE

ABT

(and, but, therefore)



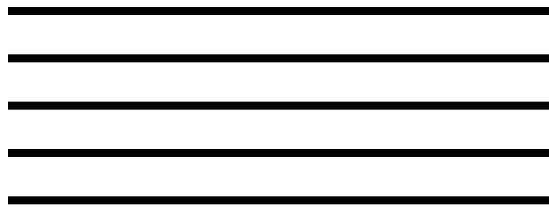
INTERESTING

NARRATIVE

The Narrative Spectrum

AAA

(and, and, and)

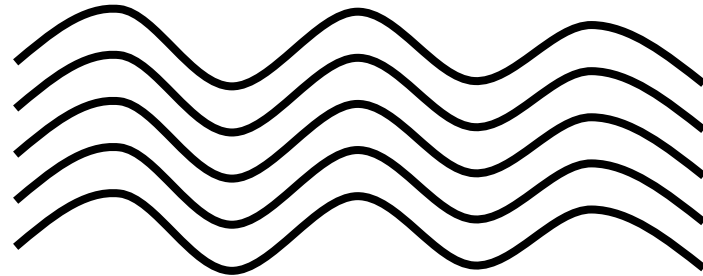


BORING

NON-NARRATIVE

ABT

(and, but, therefore)

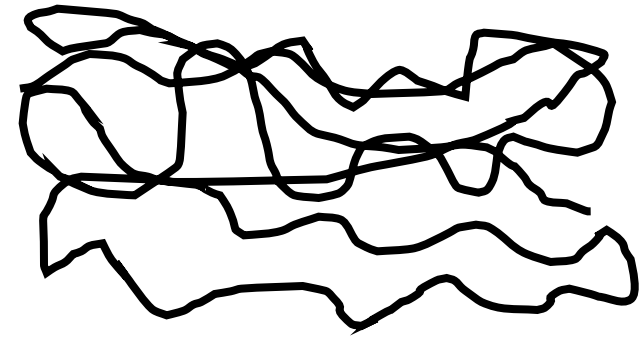


INTERESTING

NARRATIVE

DHY

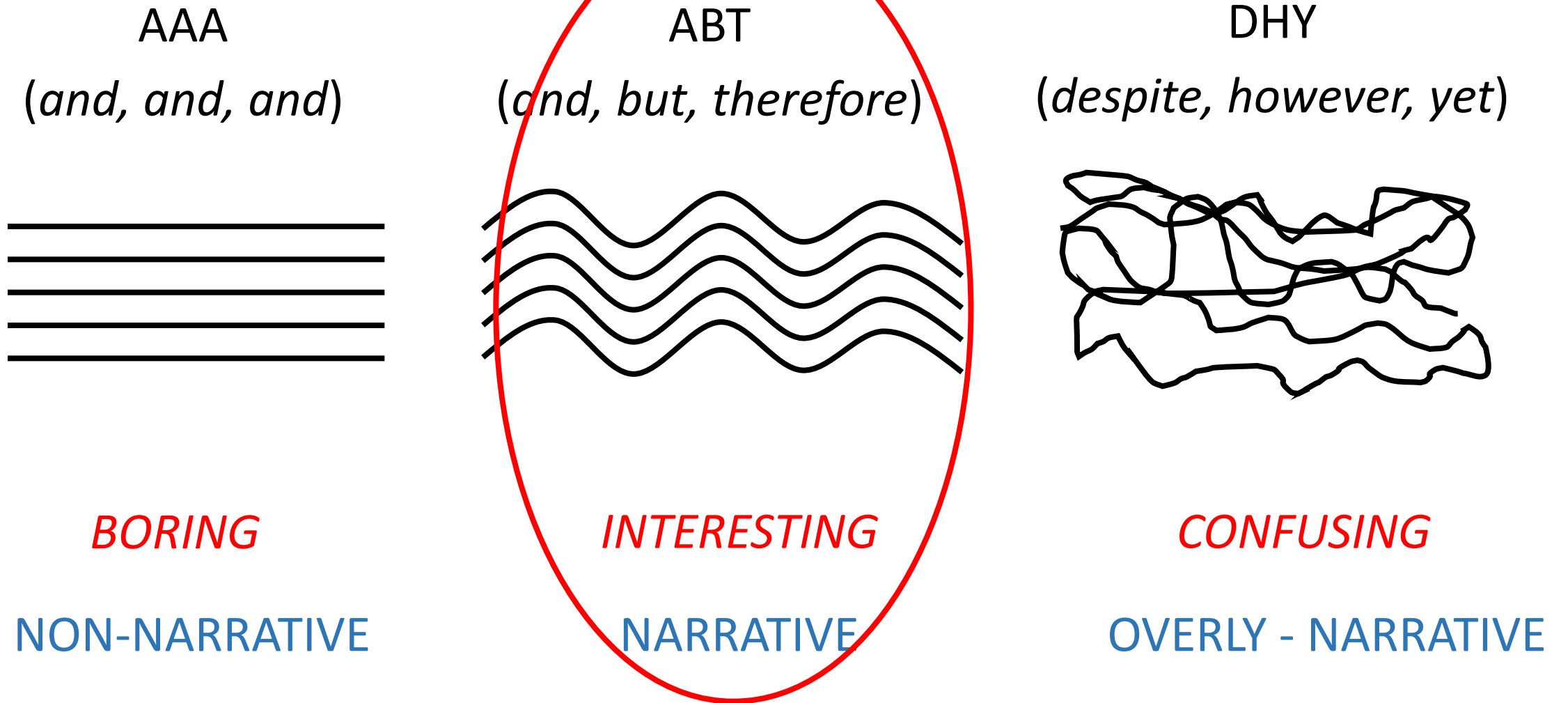
(despite, however, yet)



CONFUSING

OVERLY - NARRATIVE

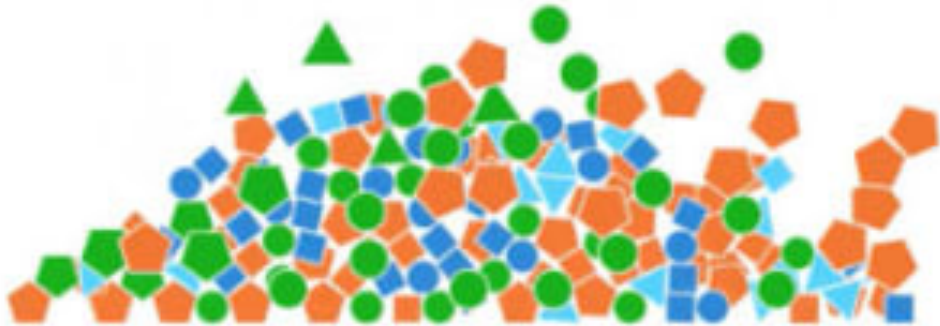
The Narrative Spectrum



Narrative Shaping: Content and Form

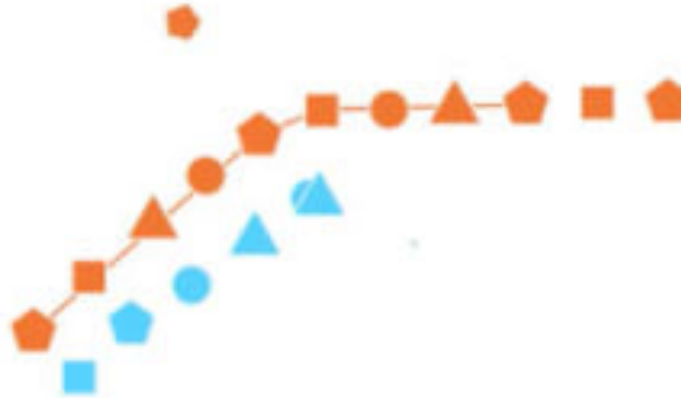
Content

- Your research/message



Form

- Narrative structure



ABT Framework: Validation

- New York Times



Ukrainian emergency workers. A Russian official praised strikes against Ukrainian infrastructure, but said they were months late.

Pool of Labor In U.S. Stays Bafflingly Low

By LYDIA DePILLIS

As the United States emerges from the pandemic, employers have been desperate to hire. But while demand for goods and services has rebounded, the supply of labor has fallen short, holding back the economy.

More than two years after the Covid-19 recession officially ended, some sectors haven't

The New York Times

Late Edition

Today, mostly cloudy, showers, some clearing late, high 52. Tonight, partly cloudy early, then clear, low 63. Tomorrow, mostly sunny, breezy, high 80. Weather map, Page A24.

Russians Start A Blame Game As Losses Rise

Critics Strike at Putin Despite Dangers

By ANTON TROIANOVSKI
More than 40 local elected officials across Russia signed a two-sentence petition on Monday that ended with: "We demand the resignation of Vladimir Putin from the post of president of the Russian Federation."

The petition, pushed by opponents of the Ukraine invasion, had no practical impact, and it was roundly ignored in Russia's state-controlled media. But it was striking in its very existence, showing that despite the Kremlin's extraordinary crackdown on dissent, Ukraine's counteroffensive successes have left opponents of President Vladimir V. Putin newly emboldened — and his supporters looking for someone else to blame.

Pro-war commentators and politicians have pointed to the military leadership or senior officials, saying they have not waged the war with sufficient decisiveness and competence, or have not delivered all the facts to Mr. Putin.

Longtime Kremlin critics have seized on that discord, and Russia's setbacks at the front, to take the risk of speaking out against Mr. Putin.

"There is now hope that Ukraine will end this war," said Ksenia Ivostrom, a member of a municipal council in St. Petersburg who helped organize the petition and called Ukrainian advances an "inspiring factor" for it. "We decided we needed to put pressure on from all sides."

On Russian state television, where criticism of the Kremlin is rare, supporters of the war are increasingly pointing fingers over what they cast as a disorganized and insufficiently concerted invasion; others are raising the idea of suing for peace. With anger spreading over the embarrassing withdrawal of Russian troops

AFTER BIG GAINS, UKRAINIANS FACE CRITICAL CHOICES

NEXT STAGE OF ATTACKS

Commanders Weigh Risk of Pushing Too Far in a Reshaped War

By THOMAS GIBBONS-NEFF

DNIPROPETROVSK REGION, Ukraine — After Ukraine's stunning offensive in its northeast drove Russian forces into a chaotic retreat and reshaped the battlefield by hundreds of miles, Ukrainian leaders on Monday were weighing critical gambles that could determine the near-term course of the war.

Stretching the Ukrainian forces — a military still much smaller and far less equipped than its Russian foe — too far could leave the troops vulnerable to attack. Moving too slowly, or in the wrong place, could leave an opportunity squandered. And waiting too long could allow the front lines to freeze as winter sets in.

By expelling Russian troops from a large slice of strategic territory in the northeastern Kharkiv region, Ukrainian forces are now positioned to make a move on the Donbas, the industrialized eastern territory that Russia's president, Vladimir V. Putin, has made central to his war aims. Just before flooding troops across the border in February, Mr. Putin declared the Donbas independent from Ukraine, and he held up the region's sovereignty as a key justification for the invasion.

Russia now has control of nearly 90 percent of the Donbas, where its military shifted much of its focus after a staggering defeat around the capital, Kyiv, in the spring. If Ukraine were to retake

As U.K. Cut Back, Charles Expanded His Riches

By JANE BRADLEY and EIAN WARD
LONDON — King Charles III built his own empire long before he inherited his mother's.

Charles, who formally acceded to the British throne on Saturday, spent half a century turning his royal estate into a billion-dollar portfolio and one of the most lucrative moneymakers in the royal family business.

While his mother, Queen Elizabeth II, largely delegated responsibility for her portfolio, Charles was far more deeply involved in

Estate Was Remade by Canny Investments and Land Deals

his portfolio's value and profits by about 50 percent.

Today, the Duchy of Cornwall owns the landmark cricket ground known as The Oval, lush farmland in the south of England, seaside vacation rentals, office space in London and a suburban supermarket depot. (A duchy is a

year in rental income. The conglomerate's holdings are valued at roughly \$1.4 billion, compared with around \$949 million in the late queen's private portfolio. These two estates represent a small fraction of the royal family's estimated \$28 billion fortune. On top of that, the family has personal wealth that remains a closely guarded secret.

As king, Charles will take over his mother's portfolio and inherit a share of this untold personal fortune. While British citizens normally pay around 40 percent inheritance tax, King Charles gets

Pool of Labor In U.S. Stays Bafflingly Low

By LYDIA DePILLIS

As the United States emerges from the pandemic, employers have been desperate to hire. But while demand for goods and services has rebounded, the supply of labor has fallen short, holding back the economy.

More than two years after the Covid-19 recession officially ended, some sectors haven't found the workers they need to operate at capacity. Only in August did the work force return to its prepandemic size, which is millions short of where it would have been had it continued to grow at its prepandemic rate.

In simple numbers, some of that gap is because of Covid's death toll: more than a million people, about 260,000 of them short of retirement age. In addition, a sharp slowdown in legal immigration has pared the potential work force by 3.2 million, relative to its trajectory before 2017, according to calculations by economists at J.P. Morgan.

But the problem isn't just that population growth has stalled. Even with an uptick in August, the share of Americans working or actively looking for work is 62.4 percent, compared with 63.4 percent in February 2020.

"It's my sense that the most important reason that the labor market feels so hot right now is that we have so many fewer people in it," said Wendy Edelberg, director of the Hamilton Project, an economic policy center at the Brookings Institution. "Demand largely recovered, and we didn't have the supply."

Continued on Page A20

ABT Framework: Validation

- New York Times
- Nursery Rhymes



ABT Framework: Validation

- New York Times
- Nursery Rhymes
- Great Speeches from American History

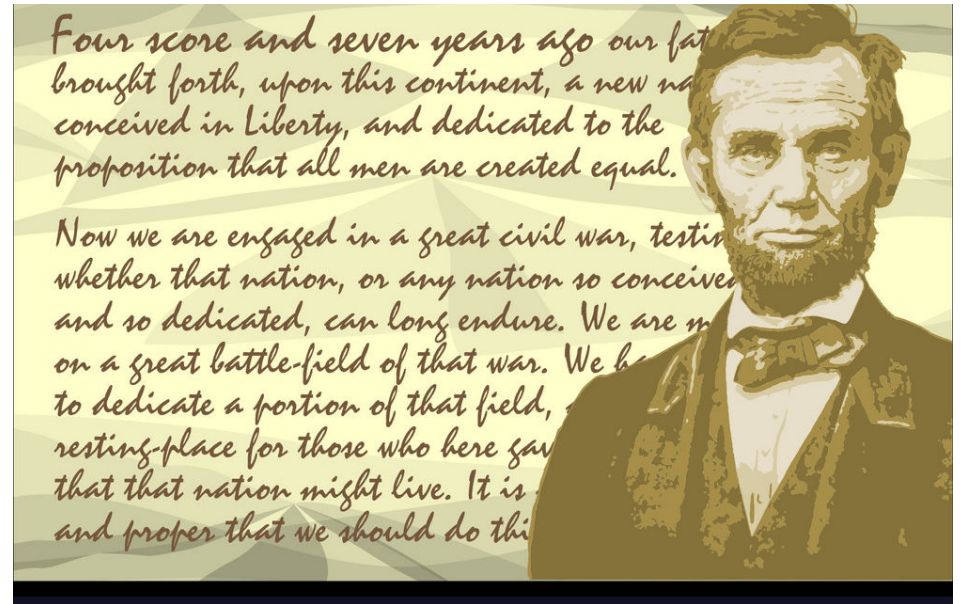
THE GETTYSBURG ADDRESS

(paraphrased speech by Abraham Lincoln, full text on pg 87):

“We are a great AND mighty nation,

BUT now we are engaged in a horrible civil war that we cannot allow to destroy this country,

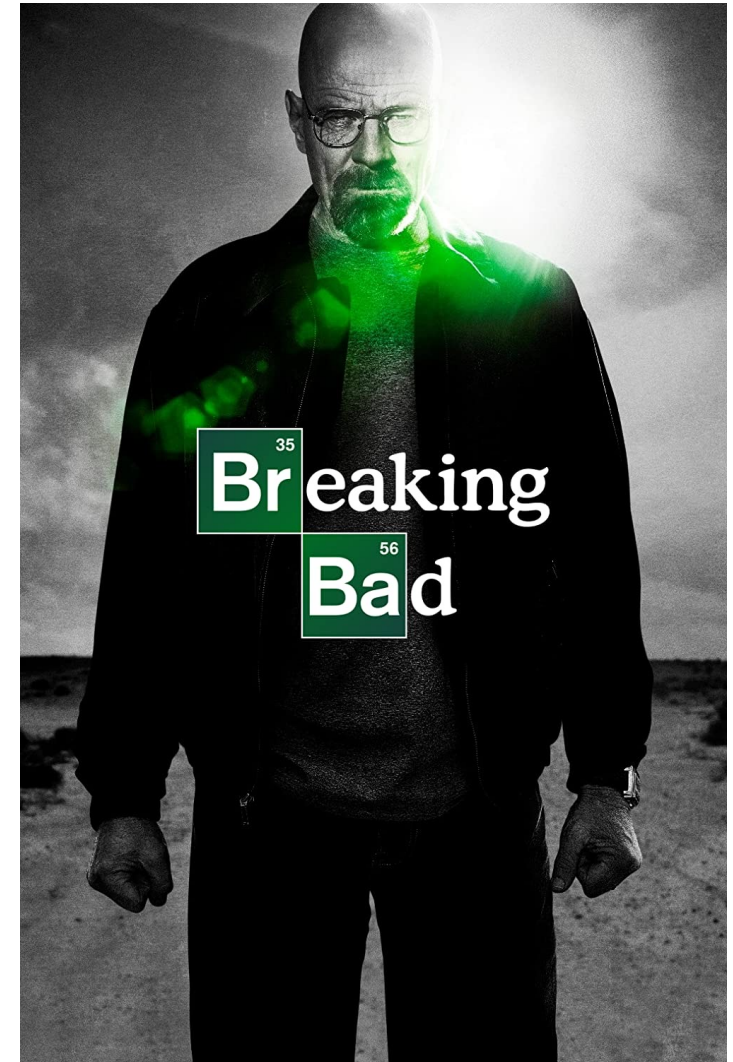
THEREFORE it is up to us, the living, to make sure that the souls lost in this battle did not die in vain.”



ABT Framework: Validation

- New York Times
- Nursery Rhymes
- Great Speeches from American History
- **Movies and TV Shows**

Walter White loves his family AND would do anything for them,
BUT when he gets diagnosed with cancer he becomes desperate
to provide for their future,
THEREFORE he gets involved in the drug trade



ABT Framework: Validation

- New York Times
- Nursery Rhymes
- Great Speeches from American History
- Movies and TV Shows
- **Pop Culture**

CALL ME MAYBE

(massively popular 2012 song by Carly Rae Jepsen)

“Hey, I just met you AND this is crazy, BUT here’s
my number, SO call me maybe.”



ABT Framework: Validation

- New York Times
- Nursery Rhymes
- Great Speeches from American History
- Movies and TV Shows
- Pop Culture
- **Structure of Scientific Papers (IMRAD)**

WHY?

Introduction

AND BUT

HOW?

Methods

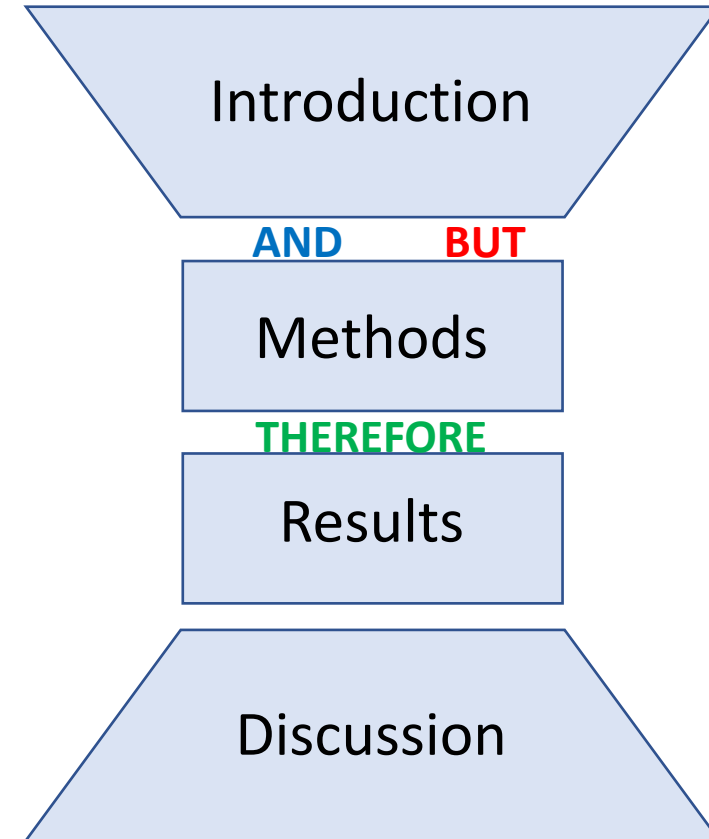
THEREFORE

WHAT?

Results

SO WHAT?

Discussion



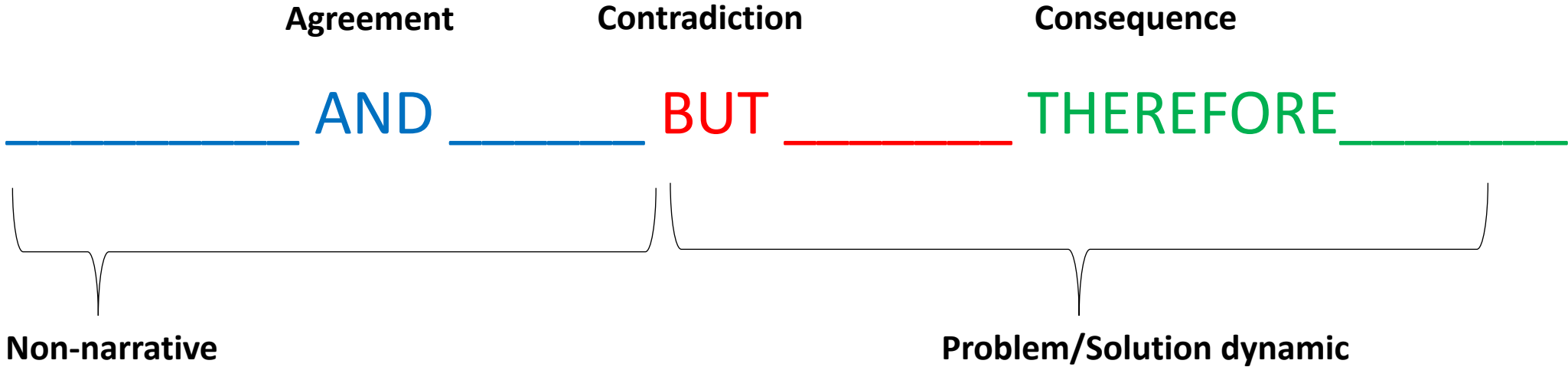
The ABT Framework: Introduction

Reframe into:

Set-up, problem, solution
Agreement, contradiction, consequence

*You love science AND you're enjoying building your career as a scientist,
BUT you've begun to realize that communication is an obligatory part of being a
scientist,
THEREFORE you're here today*

The ABT Framework: Primary Level

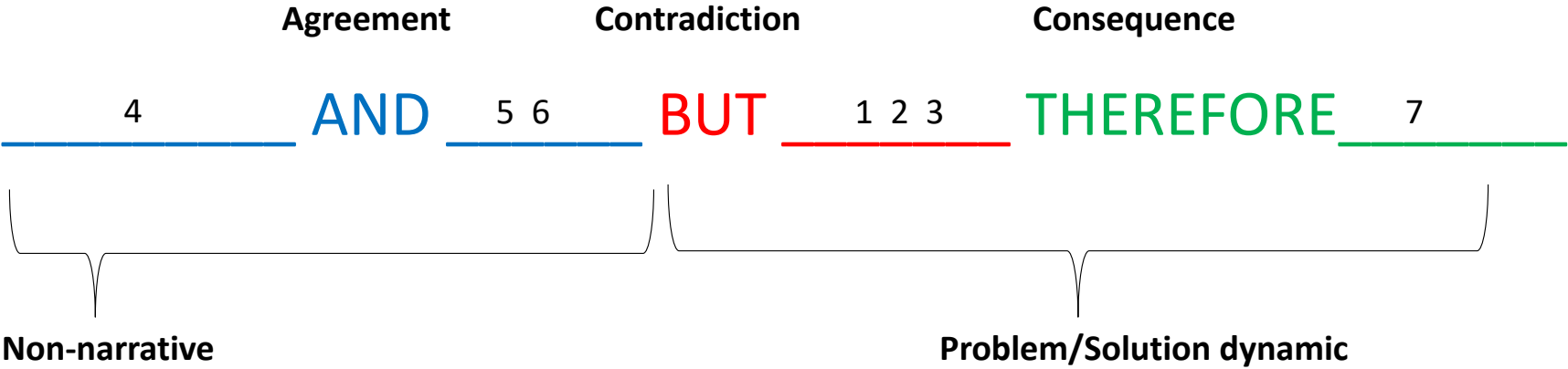


Let's write your ABT for your research

The ABT Framework: Secondary Level

It's more complex

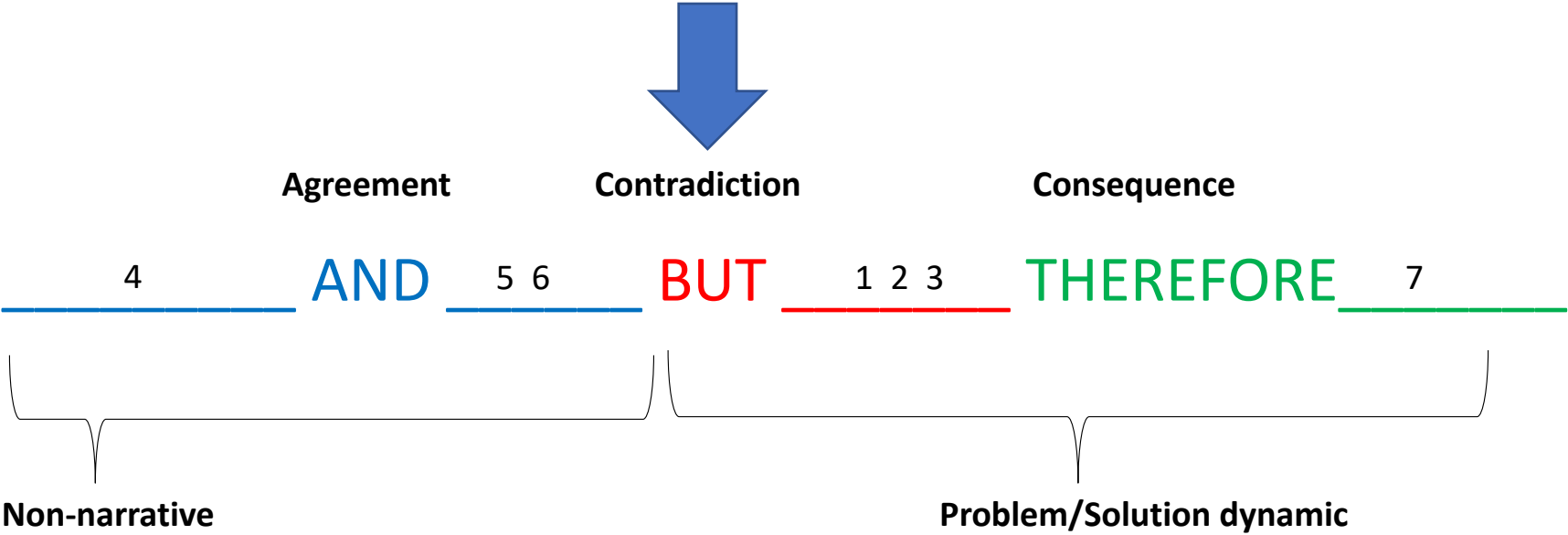
- 1. Singular Narrative
- 2. BUT/BECAUSE
- 3. IF/THEN (fear)
- 4. Ordinary World
- 5. Stakes
- 6. IF/THEN (hope)
- 7. What/How



The ABT Framework: Secondary Level

It's more complex

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Narrative Shaping: Your problem

- Step 1: BUT what's your problem?



Simplicity – what is your core problem?



Narrative Shaping: What's your problem?

- Step 1: BUT what's your problem?
 - The problem excites the brain
 - the solution quiets the brain
 - The problem shapes the AND content
 - It sets up your problem
- **BUT I HAVE TOO MANY PROBLEMS!**



Exercise #1: The 5 word Problem

- For this exercise, try to finish this sentence “The problem is _____” and use only 5 additional words.
 - *“Examples: The problem is **bad resource management**.”*
 - *The problem is **the old method doesn’t work**.*
 - *The problem is **we have bad data**.*
- Stripping down your problem to just 5 words can really help you clarify what your narrative is really all about.

ABT Build Example: Too many problems

Climate change is putting stress on wildlife populations AND the populations need to be managed,

BUT we need to know their genetics for management, and without an historical record we can't say what's happening with the population growth, and wildfires are a new threat to wildlife that needs to be considered,

THEREFORE we are implementing several new projects to address all these problems.

Finding the Singular Narrative: Dobzhansky Template

Finding the core meaning of your story:

- Nothing in **biology** makes sense except in the light of **evolution**.

Exercise #2: Using the Dobzhansky Template to find your “One Thing.”

Restructure your ABT in the form of a Dobzhansky Template to help you find your singular narrative.

- Dobzhansky Template: Nothing in _____ makes sense, except in the light of _____.
 - Examples: Nothing in **biology** makes sense, except in the light of **evolution**.

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Restructure your ABT in the form of a Dobzhansky Template to help you find your singular narrative.

- Dobzhansky Template: Nothing in _____ makes sense, except in the light of _____.
 - Examples: Nothing in **biology** makes sense, except in the light of **evolution**.
 - Nothing in **geology** makes sense, except in the light of **plate tectonics**.
 - Nothing in the **management of mule deer** makes sense except in the light of **correctly estimating abundance**.
 - Nothing in the **challenge of teaching human anatomy** makes sense except in the light of **time management**

Finding the Singular Narrative: Dobzhansky Template

Finding the core meaning of your story:

- Nothing in **biology** makes sense except in the light of **evolution**.

Nothing in wildlife management makes sense, except in the light of genetic population structure.

The 3 Forms of the ABT

- | | | | | |
|----------|-----------------------|--|----------------|-------------------|
| 1 | Informational |  | CONCISE | COMPELLING |
| 2 | Conversational |  | CONCISE | COMPELLING |
| 3 | Keeper |  | CONCISE | COMPELLING |

the CONVERSATIONAL is just the STORY

The 3 Forms of the ABT

- Example:

iABT: In my lab we model moderate sleep apnea in rats with a chronic intermittent hypoxia protocol in order to investigate the physiological mechanisms of sustained diurnal blood pressure, **BUT we have realized the importance of molecular pathways within the central nervous system contributing towards blood pressure control, THEREFORE we have begun exploring novel molecular pathways that develop as a result of our sleep apnea model.**



The 3 Forms of the ABT

- Example:

cABT: We were looking at X one way but realized there's another way therefore we're looking at that way.



The 3 Forms of the ABT

- Example:

kABT: In my lab we're studying sleep apnea using rats as our model system, AND we've been focused on physiological mechanisms, BUT lately we've realized the real controls may lie at the molecular level in the central nervous system, so AS A RESULT we've begun exploring novel molecular pathways.



Exercise #3: cABT – Starting from simplicity

- The cABT should have all specifics stripped off of it.
- Use nothing but generic words, like “thing” and “stuff.”
For example, if your ABT dealt with a new way to clean junk from the ocean that’s an improvement and the old system is outdated.
- cABT: “We had a thing we were using for a while, but it’s not working that great, so now we want to use a better thing.”

ABT Build Example: Too many problems

Climate change is putting stress on wildlife populations AND the populations need to be managed, BUT we need to know their genetics for management, and without an historical record we can't say what's happening with the population growth, and wildfires are a new threat to wildlife that needs to be considered,

THEREFORE we are implementing several new projects to address all these problems.

Climate change is putting stress on wildlife populations AND the populations need to be managed,

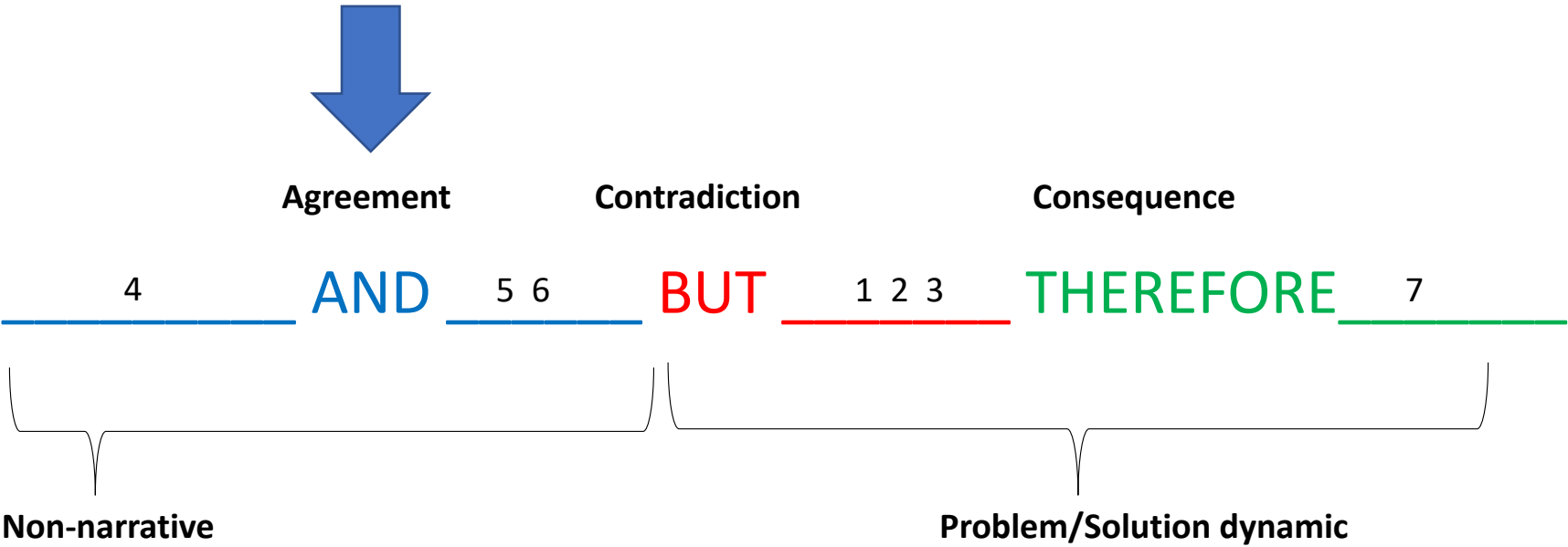
BUT without knowing the genetic population structure it is difficult to make management decisions,

THEREFORE we are studying conservation genetics.

The ABT Framework: Secondary Level

It's more complex

- 1. Singular Narrative
- 2. BUT/BECAUSE
- 3. IF/THEN (fear)
- 4. Ordinary World
- 5. Stakes
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- 7. What/How



Narrative Shaping: The Ordinary World

THE MATT TEMPLATE

Heaven AND *Heaven*

BUT **HELL**

THEREFORE **ACTION**

DON'T START WITH BAD NEWS!

Narrative Shaping: Relatability

- MAKE YOUR STORY RELATABLE
- Establish common ground with the audience
 - Opens up a channel of communication with something relatable
- Lead with relatable material



“Really? I don’t like sitting down on a cold toilet seat either.”

Narrative and Character Relatability

By beginning with shared values
(Agreement, “Yes and...”)



Katharine Hayhoe – Climate Scientist/Evangelical

Start with “You love the West Texas landscape (where she now lives) **AND** so do I”.
Only then move on to “**BUT** we can also see that climate is changing and harming our way of life.
THEREFORE we need to make changes so things don’t get worse.”

Narrative Shaping: The Ordinary World

Lay the groundwork for the impact of the contradiction (the BUT)

Two elements:

- **WHAT:** Ordinary world
- **WHY:** What's at stake? Why is it important? Why should we care?

_____ **AND** _____ **BUT** _____ **THEREFORE** _____

Narrative Shaping: AND

- WHAT: Ordinary world
 - simple opening description
 - “This is material that even a climate skeptic would agree with you about.”

Example: “There are 50 acres of woods next to my house”



Dr. Wenowdis

_____ AND _____ BUT _____ THEREFORE _____

Narrative Shaping: AND

- WHAT: Ordinary world
- WHY: What's at stake? Why is it important? Why should we care?
 - Power of story telling rests in specifics.
Try to make what's at stake as specific as possible.
 - This is how important the subject is

Example:

"I have 17 vacuum cleaners in my house, BUT one of them is broken."



_____ AND _____ BUT _____ THEREFORE _____

Narrative Shaping: AND



- WHAT: Ordinary world
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Example:

~~"I have 17 vacuum cleaners in my house, BUT one of them is broken."~~

"I have only one vacuum cleaner in my house, BUT it's broken,"

_____ AND _____ BUT _____ THEREFORE _____

Narrative Shaping: AND

- WHAT: Ordinary world
- WHY: What's at stake? Why is it important?
 - Power of story telling rests in specifics.
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Example:

~~"I have 17 vacuum cleaners in my house, BUT one of them is broken."~~

"I have only one vacuum cleaner in my house, BUT it's broken,"



How important is
the message?

_____ AND _____ BUT _____ THEREFORE _____

ABT Build Example

Climate change is putting stress on wildlife populations AND the populations need to be managed,

BUT without knowing the genetic population structure it is difficult to make management decisions,

THEREFORE we are studying conservation genetics.

ABT Build Example: What's at stake

Conservation genetics is an essential part of wildlife management AND with a thorough knowledge of the genetic diversity and population structure we can make sound management decisions,

BUT without knowing the genetic population structure it is difficult to make management decisions,

THEREFORE we are studying conservation genetics.

ABT Build Example: What's at stake (IF/THEN)

Conservation genetics is an essential part of wildlife management **AND** IF *we understand the basic genetic patterns within and among populations for the species we are managing* THEN *we can avoid admixture of genetically distinct populations,*

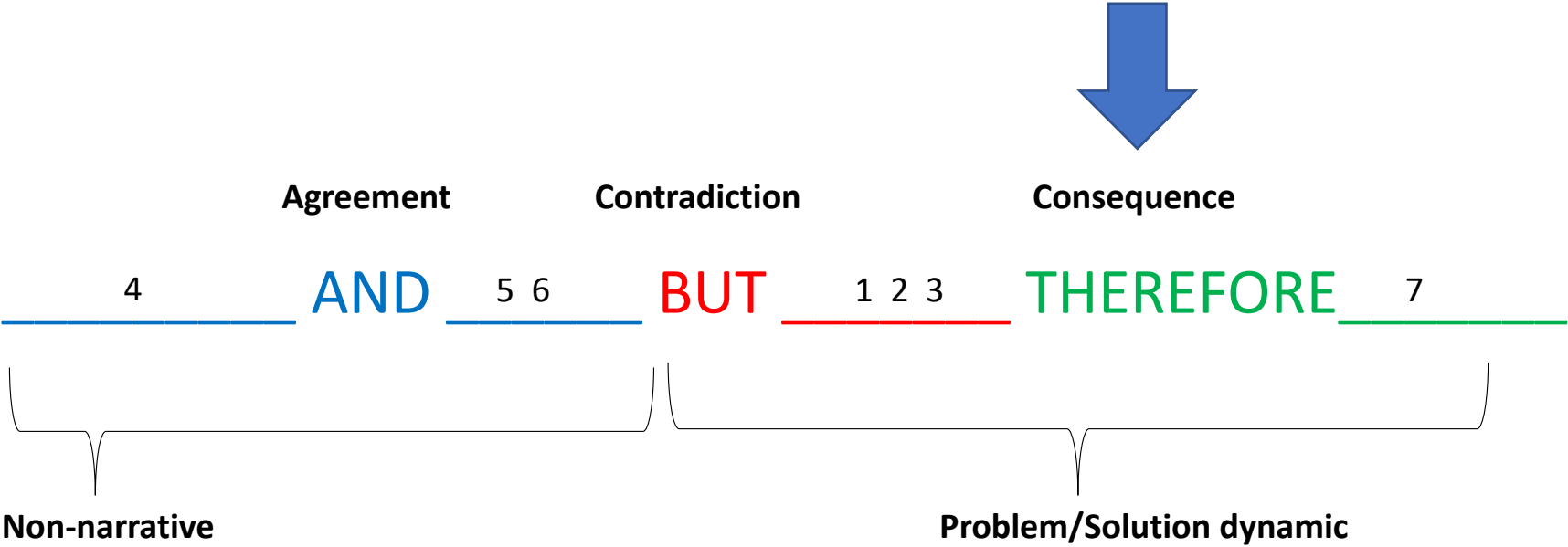
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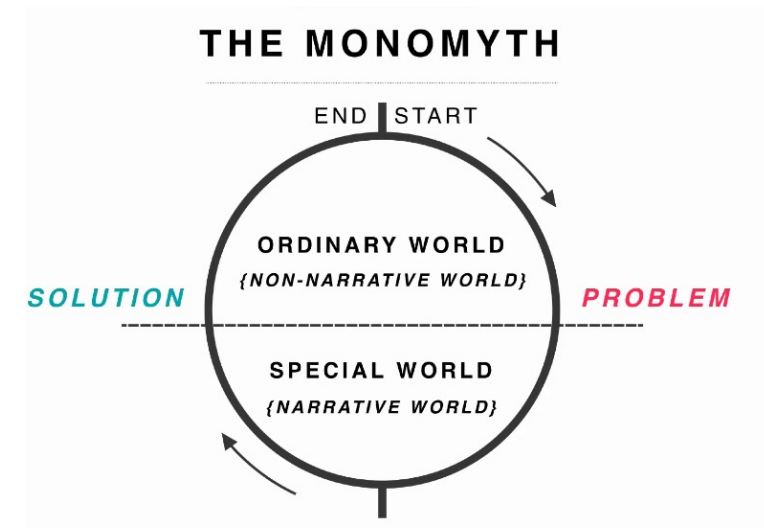


Narrative Shaping: BUT, THEREFORE

- The power of the moment = the power of change
- Moment 1: The Problem (BUT)
 - Excites the brain
 - transition from calm to the state of excitement, arousal, uncertainty, and often fear.
 - The quicker this transition takes place, the better the chance of capturing attention.

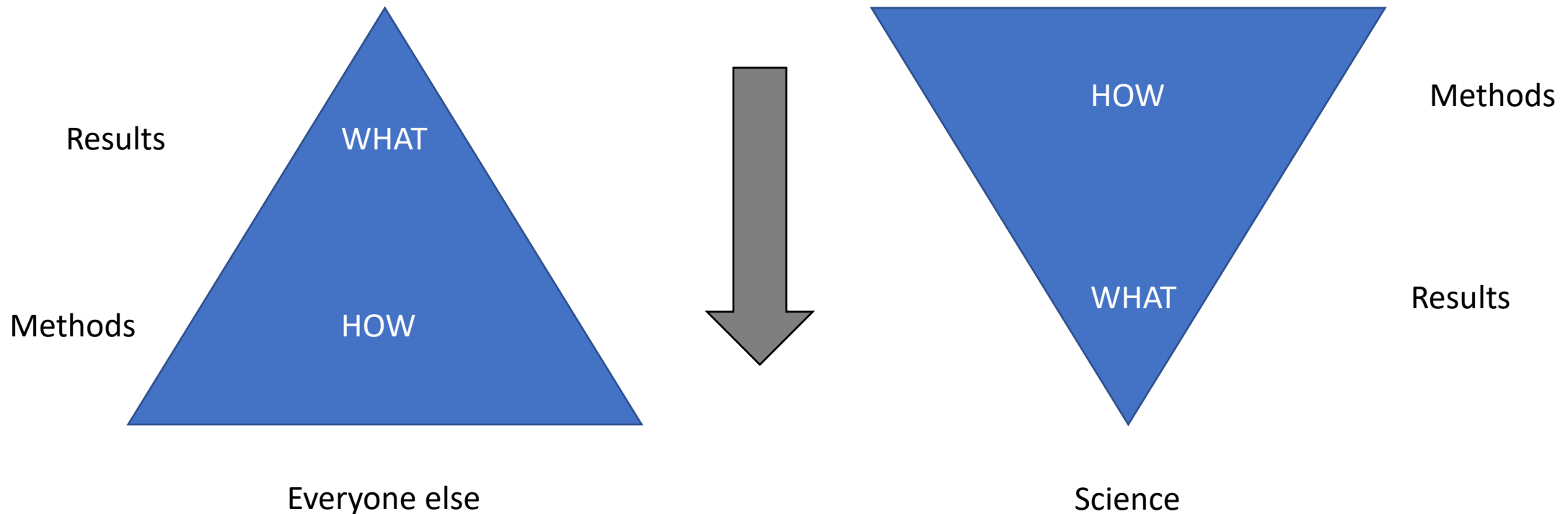
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- Moment 1: The Problem (BUT)
 - Excites the brain
 - transition from calm to the state of excitement, arousal, uncertainty, and often fear.
 - The quicker this transition takes place, the better the chance of capturing attention.
- Moment 2: The Solution (THEREFORE)
 - Quiets the brain
 - Transition back to the livable ordinary world.



Narrative Shaping: BUT, THEREFORE

- WHAT/HOW instead of HOW/WHAT



Narrative Shaping: BUT, THEREFORE

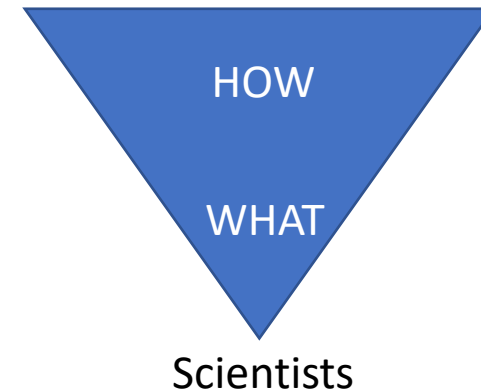
- WHAT/HOW instead of HOW/WHAT

BUT no genetic research is currently conducted because of a limited budget for which conservation genetics has not been identified as a priority, **THEREFORE**

...



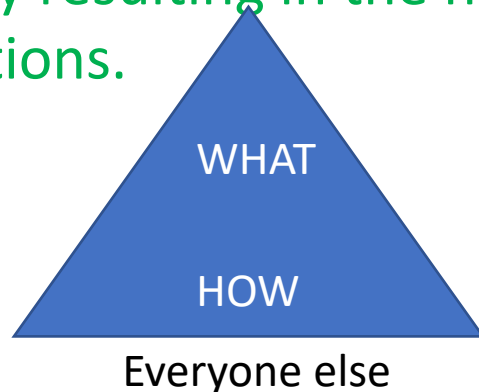
BUT because conservation genetics has not been identified as a priority there is no genetic research, **THEREFORE** ...



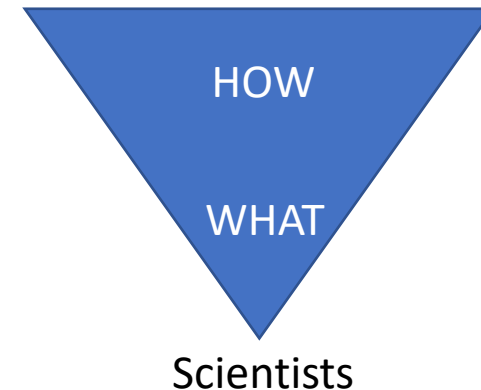
Narrative Shaping: BUT, THEREFORE

- WHAT/HOW instead of HOW/WHAT

...THEREFORE to make conservation genetics an integral part of our wildlife management program we are working with the budget office to specify genetic research as a funding priority resulting in the needed funding allocations.



...THEREFORE we're going to work with the budget office to identify conservation genetics as a priority resulting in enough funds to make genetic research an integral part of our program.



Narrative Shaping: BUT, THEREFORE

The ocean is important in many ways AND because it is so big we didn't think we could hurt it.

BUT we overfished, polluted, heated and acidified the ocean is it now dying

THEREFORE, we have to change our ways if we want the ocean to be healthy again.

- Dr. Nancy Knowlton

ABT Build

- BEFORE ABT

Climate change is putting stress on wildlife populations AND the populations need to be managed, BUT without knowing their genetics it is difficult to make management decisions, THEREFORE we are studying conservation genetics.

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- AFTER ABT

Conservation genetics is an essential part of wildlife management AND IF we understand the basic genetic patterns within and among populations for the species we are managing THEN we can avoid admixture of genetically distinct populations, BUT no genetic research is currently conducted because of a limited budget for which conservation genetics has not been identified as a priority, THEREFORE to make conservation genetics an integral part of our wildlife management program, we are working with the budget office to specify genetic research as a funding priority resulting in the needed funding allocations.

Applications: Elevator Speeches

- **AND: BACKGROUND**
 - A short summary of prior education and relevant professional activities.
- **BUT: PURPOSE**
 - Why you are in graduate school, why the graduate degree is important.
- **THEREFORE: GOALS**
 - Post-graduation trajectory, and how it will be implemented.

OR

- **AND: CONTEXT**
 - State what is known from the literature about your specific research.
- **BUT: QUESTION**
 - Pivot to an interesting unanswered question.
 - IF/THEN Tool: IF you fund this research THEN here are the various advances that will be made possible.
- **THEREFORE: YOUR RESEARCH**
 - Explain your research and how it establishes you to answer the BUT (above).

Applications: Proposals and Papers

- **AND: CONTEXT**
 - State what is known from the literature about your specific research.
- **BUT: QUESTION**
 - Pivot to an interesting unanswered question.
 - IF/THEN Tool: IF you fund this research THEN here are the various advances that will be made possible.
- **THEREFORE: YOUR RESEARCH**
 - Explain your research and how it establishes you to answer the BUT (above).

Trouble getting started?

- Try identifying your statements as background (AND), problem (BUT), or solution (THEREFORE) statements. How do those sentences align, and what additional statements are needed to connect these ideas together?
- This can help you quickly draft smaller ABTs and pull multiple narratives together within your overarching ABT on your Christmas tree.

Applications: Presentations

- AND material is setup to connect with audience
- BUT – presentations allow for a dramatic but bomb.
- THEREFORE – Let me tell you about my research

Benefits

- It will make your presentations easier to rehearse

Quotes from students:

- “People will actually looking at me and not distracted by their devices”
- “People remember my talk and had the correct narrative days after I gave it”

Applications

- Life in general
- Interview with media
 - Elevator speech
 - What the problem?
 - What's at stake/why is this important?
 - What is the solution? Your research!
- ABT Confidence boost!

Dunning-Kruger Effect

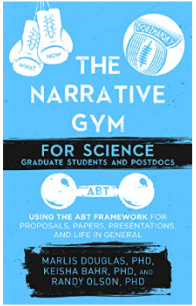
Unskilled and Unaware of It: How Difficulties in Recognizing One's Own Incompetence Lead to Inflated Self-Assessment.

Nobel Prize Psychology 2000



Resources

- ABT Time Podcast with Dr. Randy Olson:
<https://www.youtube.com/channel/UCXftAJj7kIP7zdBqgSgHQjQ>
- The Narrative Gym Book(s)



The Narrative Gym for Science Graduate Students and Postdocs: Using the ABT Framework for Proposals, Papers, Presentations, and Life in General
 Kindle \$6.99

by Randy Olson (Author), Marlis Douglas (Author), Keisha Bahr (Author) | Format: Kindle Edition

See all formats and editions

Read with Our **Free App**

It's ABT Time: Science consists of equal parts research and communication, **AND** if you do a good job with communication then your research will reach its full impact, **BUT** communication can't be mastered in a day, **THEREFORE** get thee to the Narrative Gym with this book!

What is the ABT? Only the most important communications tool you'll ever need. It provides the core of narrative structure, which is what makes the difference between whether you bore or confuse an audience versus interest and engage them. The ABT is

Follow the Authors: Keisha Bahr, Randy Olson

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ABT DEVELOPMENT

The 3 Step Process for Strengthening an ABT

REFERENCE CARD

Step One - BUT: What is your problem?

SINGULAR NARRATIVE - don't want multiple narratives

CORRECT SOURCE — is the problem pollution killing fish in a river, or is it laws that allow for pollution?

WHAT'S PREVENTING A SOLUTION - if the problem is pollution, then why isn't it stopped?

The AND material is two main elements: The **WHAT** and the **WHY**.

ORDINARY WORLD (WHAT) - simple opening description, such as, "Management of caribou herds in Alaska has been studied for over a century, AND ..."

WHAT'S AT STAKE (WHY) - this is the "Why should we care?" element. For example, "... AND caribou are a major source of Alaska's \$126 million annual income from tourism"

NOTE: Always keep in mind: "The power of storytelling rests in the specifics." Try to make the What's at Stake element as specific as possible — not just "caribou are important," but actually how they are important (tourism) and if possible a dollar or aesthetic value.

Step Three - BUT, THEREFORE: The Two Moments

The two moments of transition are the best chances to break through the noise and capture attention. You want to maximize **CONTRAST**, going from calm to excited. You want to go from the **WHAT** to the **HOW** (not the reverse).

WHAT - the overall statement
HOW - the processes that cause it

RIGHT WAY: "BUT caribou are now threatened with 90% population loss in the next year from habitat loss, pollution, and hunting."
WRONG WAY: "BUT habitat loss, pollution, and hunting now threaten caribou with 90% population loss in the next year."

THE DETAILED ABT

(Ordinary World) **AND** (What's At Stake, maybe even using the IF/THEN structure), **BUT** (WHAT), (HOW), **THEREFORE** (WHAT), (HOW)

The opening of Martin Luther King, Jr's "I Have A Dream" speech is a model of ABT excellence at work.

Five score years ago,¹ a great American, in whose symbolic shadow we stand today, signed the Emancipation Proclamation. (AND) This momentous decree came as a great beacon light of hope to millions of Negro slaves who had been seared in the flames of withering injustice. It came as a joyous daybreak to end the long night of captivity.² **BUT** one hundred years later,³ the Negro still is not free. One hundred years later, the life of the Negro is still sadly crippled by the manacles of segregation and the chains of discrimination. One hundred years later, the Negro lives on a lonely island of poverty in the midst of a vast ocean of material prosperity. One hundred years later, the Negro is still languished in the corners of American society and finds himself in exile in his own land. So (THEREFORE)⁴ we have come here today to dramatize a shameful condition.

1 - Opens with TIME, the most powerful aspect of narrative, 2 - gives a SPECIFIC number for "what's at stake", 3 - ends opening with peaceful/end of story feeling, 4 - begins contradiction with WHAT the problem is, 5 - follows with the HOW of the problem, 6 - ends with "So," the alternate form of THEREFORE