Disclaimer

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What We’re Going to Cover

• Basic messaging review
• First drafts
• Upping your game strategies
  • Sins of messaging
  • Emotions and visual language
  • Activation strategy
• Revisions
Basic Messaging Review
Who must you reach to achieve your objective?

Which humans will convey our message of global cooling?
Think Small!

vs.

PENGUIN RIGHTS
Core Concerns

- Tap existing values
- “Big” values vs. “small” values
- It’s not about you. It’s about your audience.
Message box
**Value**
Make your audience nod back at you in agreement.

**Vision**
“So, what?”
This is what the world will look like if your audience does what you want them to do.

**Ask**
What one, specific thing do you want them to do?

**Barrier**
(a.k.a. Overcome the Barrier or your “pre-buttal”)
What you would say if your audience says, “Yeah, but…”

“So, what?”
This is what the world will look like if your audience does what you want them to do.
Become a sustaining member of WAMU today. We could not continue to broadcast without the support of listeners like you.

We can continue our mission of strengthening our country through an informed public.

Quality, independent journalism is essential for our democracy.

Become a sustaining member of WAMU today.
Your Turn
Quality, independent journalism is essential for our democracy.

We could not continue to broadcast without the support of listeners like you.

We can continue our mission of strengthening our country through an informed public.

Become a sustaining member of WAMU today.
The earth is warming at a rate 1000% times faster than last year, reminiscent of the paleozoic era, and as Aptenodytes patagonicus we need to ponder this.
Sins of Messaging

Charismatic Megafauna
Sins of Messaging

• **MEGO**

• **Literal sclerosis**

Evidence indicates that, adjusting for variation in family income, children with health coverage have better outcomes on standard developmental indicators than children without such coverage do, controlling for environmental factors and adjusting for access to primary care providers.
Sins of Messaging

- MEGO
- Literal sclerosis
- Statistical overload

Here are 200 people in 177 cars
Sins of Messaging

- MEGO
- Literal sclerosis
- Statistical overload
- Lack of narrative

The earth is warming at a rate 1000% times faster than last year, reminiscent of the paleozoic era, and as Aptenodytes patagonicus we need to ponder this.
- MEGO
- Literal sclerosis
- Statistical overload
- Lack of narrative

Review your messages!
Emotions
NO WONDER TOBACCO EXECUTIVES HIDE BEHIND SEXY MODELS

WARNING: Their brand is lies. Our brand is truth
Visual language

SCHOOL-TO-PRISON PIPELINE
WE SHALL OVERCOME BECAUSE THE ARC OF THE MORAL UNIVERSE IS LONG, BUT IT BENDS TOWARD JUSTICE.

DISTRICT OF COLUMBIA, 1968
Simplify the solution
LET'S MOVE!

AMERICA'S MOVE TO RAISE A HEALTHIER GENERATION OF KIDS
- Emotions
- Visual language
- Simply the solution

Review your messages!
Activation strategy

• Stay inside their comfort zone
• Make the benefit outweigh the risk
• Offer hope
• Make them the hero
• Be the perceived social norm
• Show a leader doing it first
Comfort zone

flexitarian | fleks.uh.TAYR.ee.un | n.
someone who substitutes an alternative protein for meat, dairy, poultry or fish.

Be a Flexitarian.
It's simple.
Once a week, skip meat.
Make benefit outweig h risk
Offer hope

THERE WILL NEVER BE ONE CURE FOR CANCER.

THERE WILL BE MILLIONS.

That's because every person's cancer is unique. At Memorial Sloan Kettering, we've developed a new genome sequencing test that can analyze a tumor to find its genetic weakness. This and other advancements in molecular oncology help us custom tailor care for our patients, changing how the world treats cancer one person at a time. Learn more at MSKCC.ORG/MORESCIENCE.

Memorial Sloan Kettering Cancer Center

MORE SCIENCE.
LESS FEAR.
Make them the hero
Be the perceived social norm
Be the perceived social norm
Show a leader doing it first
• Comfort zone
• Benefit outweigh risk
• Offer hope
• Make them the hero
• Social norm
• Show a leader

Review your messages!
Revision time!
Any Questions?
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