

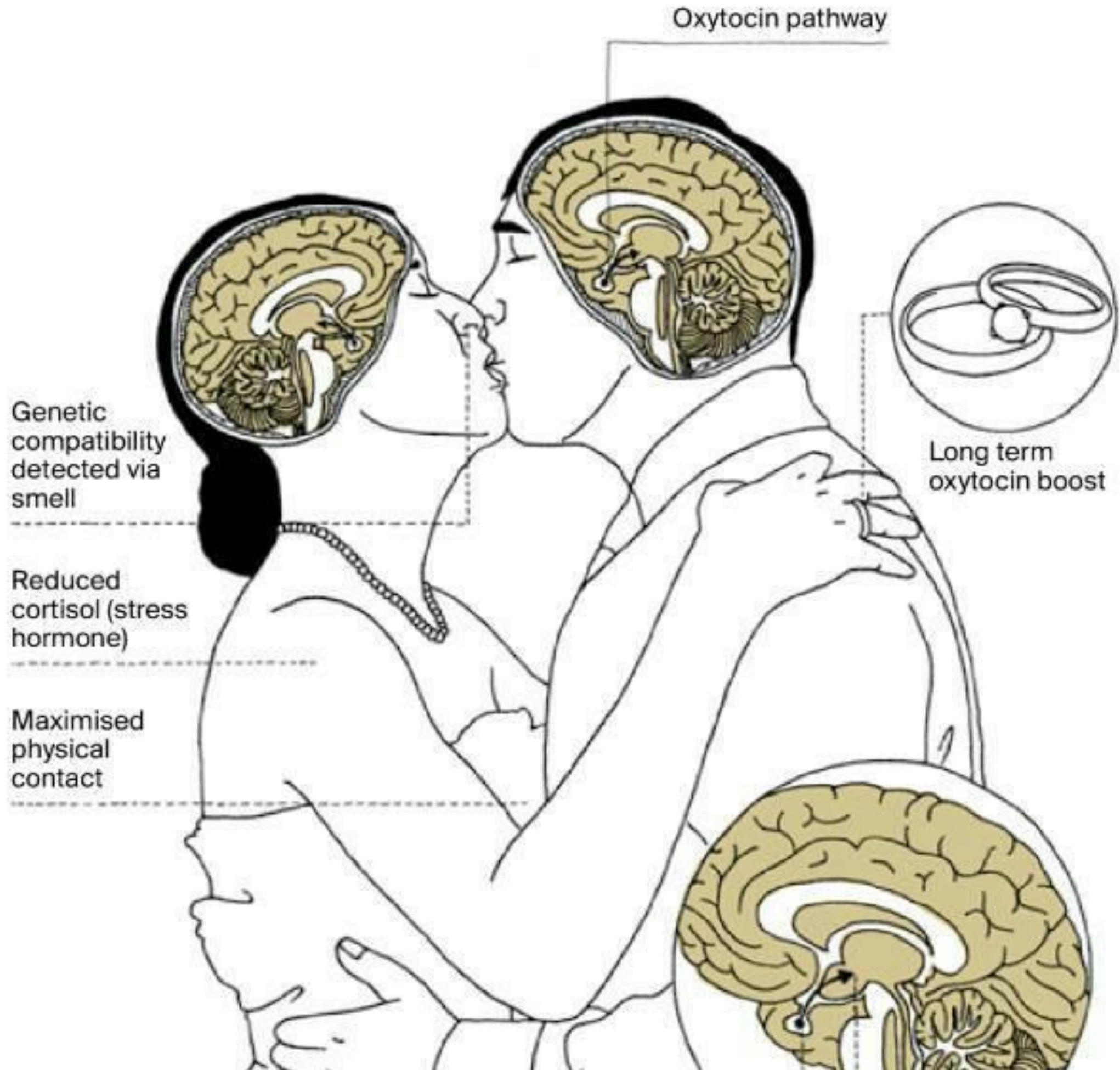
Strong and Smart Messaging for the New Political Climate

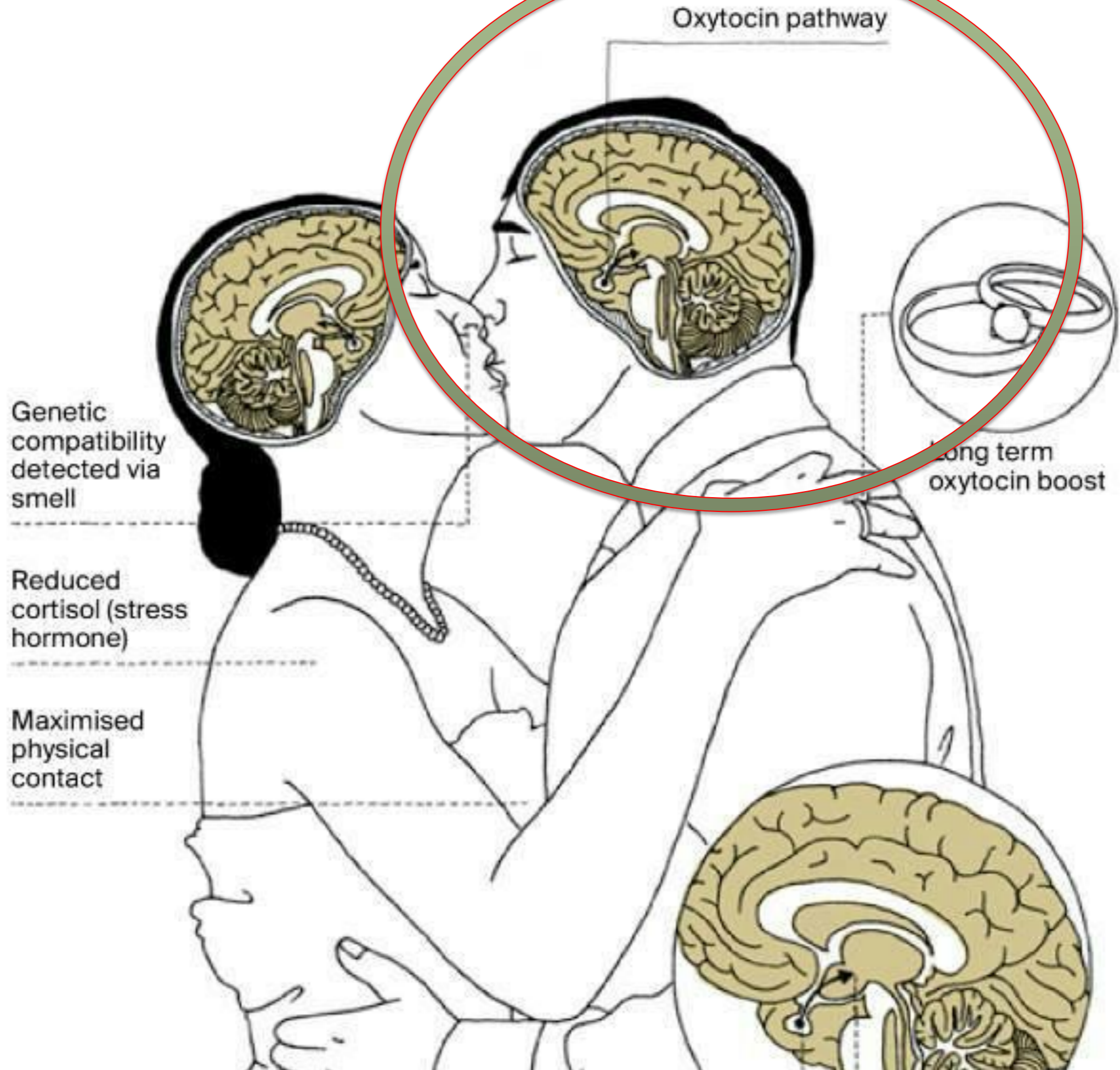
Colleen Chapman
Chapman Consulting, LLC

Poll findings.

Strategy from winning campaigns.

State advocate messages in action.





Oxytocin motivates cooperation
with others.



**“... THE FACULTY OF OBSERVING IN
ANY GIVEN CASE THE AVAILABLE
MEANS OF PERSUASION.”**

**“... THE FACULTY OF OBSERVING IN
ANY GIVEN CASE THE AVAILABLE
MEANS OF PERSUASION.”**

GETTING

↓↓↓ TO ↓↓↓

YES



NEGOTIATING AGREEMENT
WITHOUT GIVING IN

ROGER FISHER AND WILLIAM URY

AND FOR THE REVISED EDITIONS BRUCE PATTON

OF THE HARVARD NEGOTIATION PROJECT



Research.

The research was not done
on policymakers.

People are with us.

Moderates and conservative voters readily believe the programs are helping people who legitimately need help.



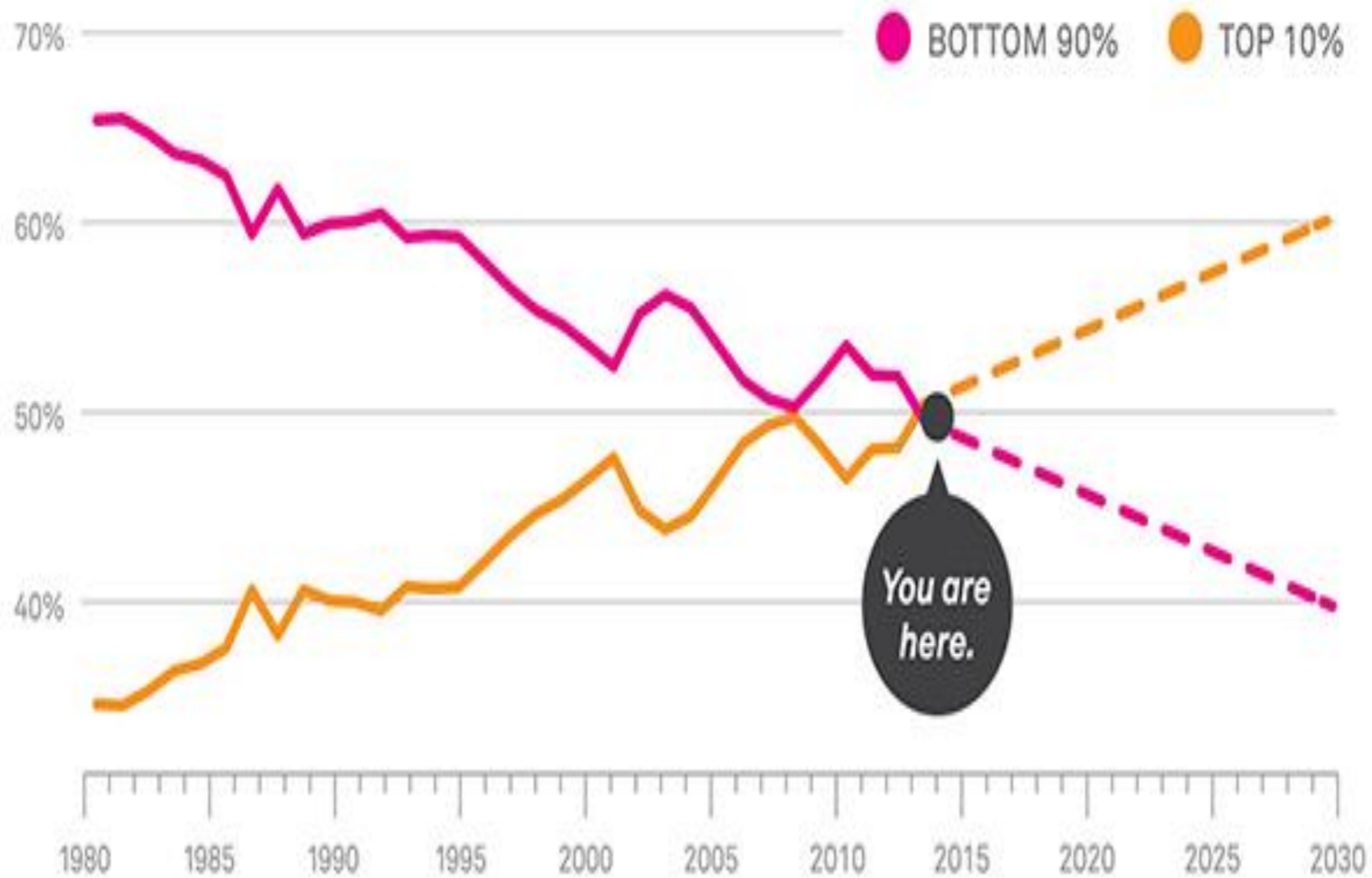
HANDS ON
313-778-0200

WELCOME TO
HANDS ON
MOTORCYCLES

X MARKS THE SPOT

For the first time in a century, the top 10 percent of Americans control more than half of all income. Economist Thomas Piketty foresees that their share soon will rise to 60 percent.

SHARE OF TOTAL INCOME



Openings.

Thinking big. Not small.

Openings.

Government that works for
everyone.

(REST IN PEACE)
TOO EVERY GOOD
INDIVIDUALS, WHOSE
LIVES WE'DE STOLEN
FROM ANY TYPE OF
DRUG OVERTDOSES
WE THINK OF YOU ALL
MISS, LOVE YOU
MORE AS DAYS
GO PAST, TILL
WE JOIN YOU
AGAIN
SMOKEY D



IT'S THE LOWER EAST END CITY OF DOPE'S...

FENTANYL

DEATH TOLL

— FOR THE YEAR 2016

(SIX FIFTY SIX ⁶⁵⁶)

DECEASED!!

ACTUALLY SORRY IT'S NOW
755 AS OF TODAY.

MORE THAN 2 DEATHS
PER DAY/EVERYDAY

— OUT OF CONTROL —
SMOKEY D



Openings.

Focus on job development for
everyone. Not work
requirements.

GOODS
NEWS
LOS ANGELES

CBS
THIS
MORNING

PUBLIC PULSE

GAUGING AMERICANS' ATTITUDE ON GUN CONTROL



The bottom line:

voters have made it clear that
they want a shake-up...

and they want progress, not just
bomb throwing



Tackling Communications Strategically



Begin with the end.

The Ask drives the message.

It forces a clear strategy.



3

The Rule of Three in Messaging.

Value.

Obstacle.

Ask.

Value.

Theirs.

Obstacle.

Address it. Try not to repeat it.

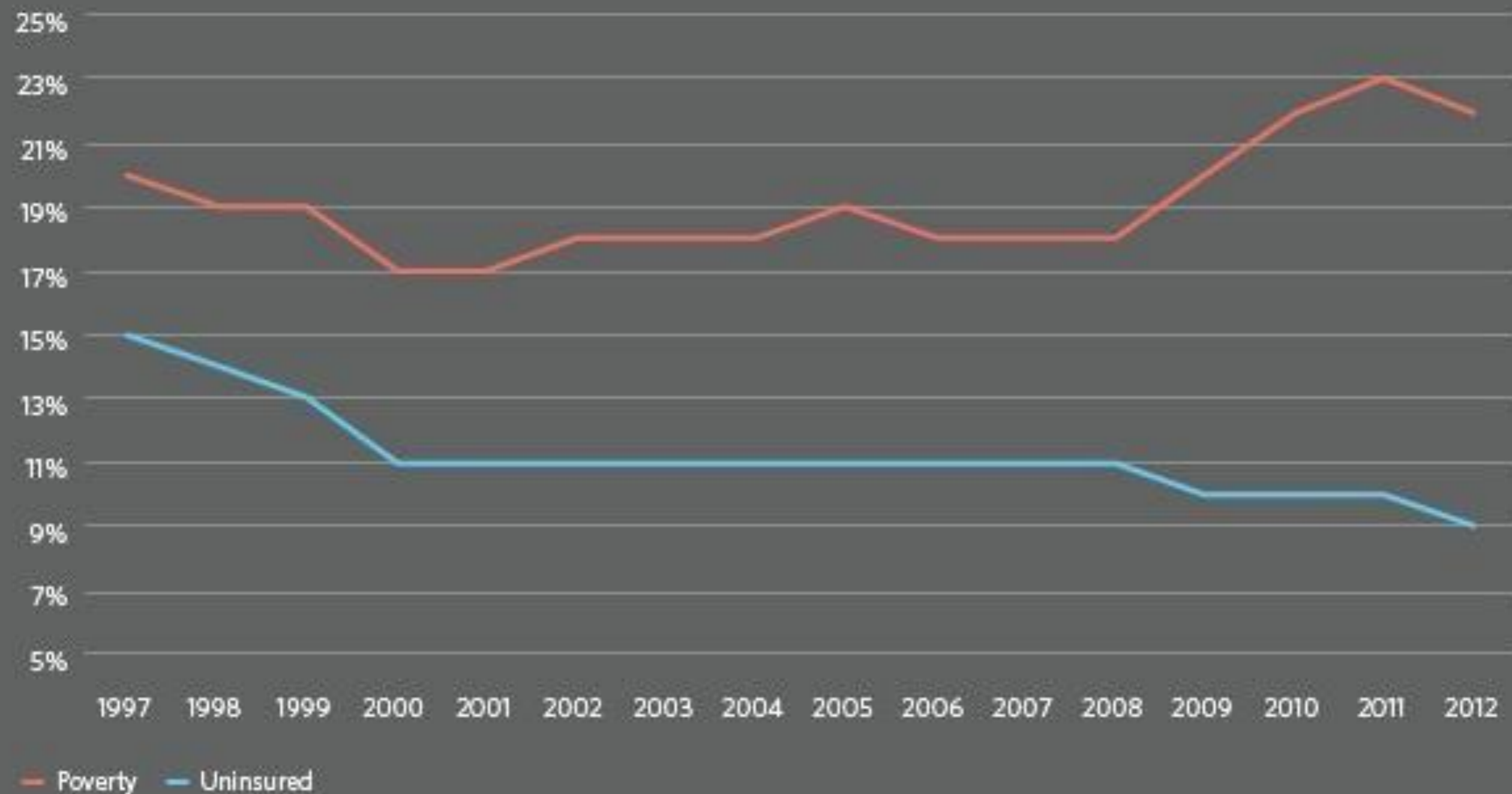
The Ask.

Specific.

Example 1.

CHIP and Poverty

The Children's Health Insurance Program contributed to a decline in the uninsured rate for U.S. kids, even as poverty rates shot up after the 2008 recession.



Source: Annie E. Casey Foundation KIDS COUNT Datacenter and US Census Bureau

© 2014 The Pew Charitable Trusts

Ask.

Expand Medicaid coverage in the state so children in families up to 300% of poverty can get covered.

Value.

All children should have health
insurance coverage.

Obstacle?

Coverage for children through
Medicaid and the Children's
Health Insurance Program is
popular and successful.

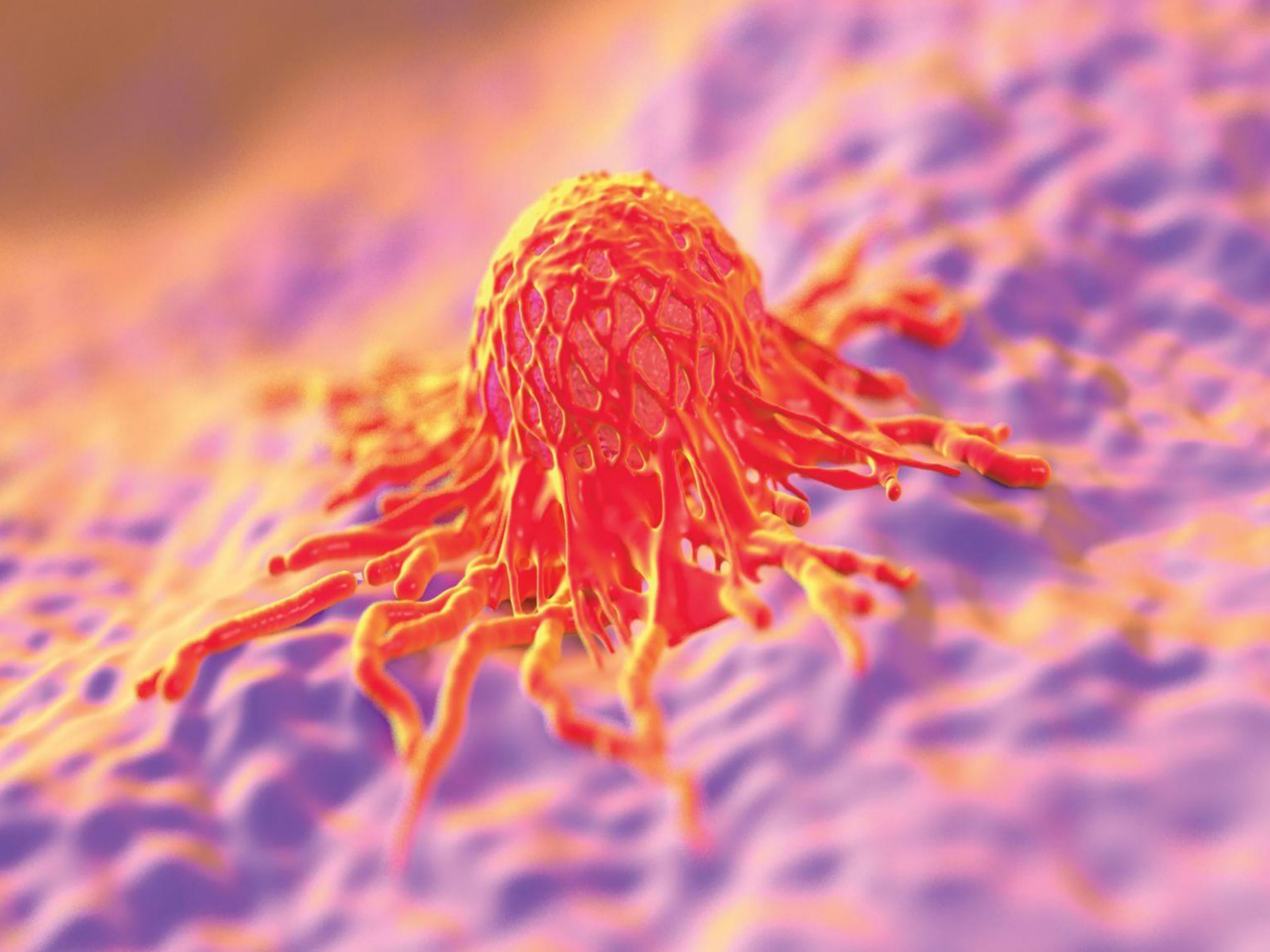
Rule of Three

All children should have health care coverage.

Together, Medicaid and the State Children's Health Insurance Program are popular and successful.

The legislature should expand these programs to cover children up to 300% of poverty so every child in the state can see a doctor when they get sick.

Example 2.



Ask.

Double NIH funding over the next
four years.

Value?

Cancer's impact on our **citizens** and the **economy** requires a significant and sustained level of investment that **must come from the federal government.**

Obstacle?

All cancer groups are united
behind this ask.

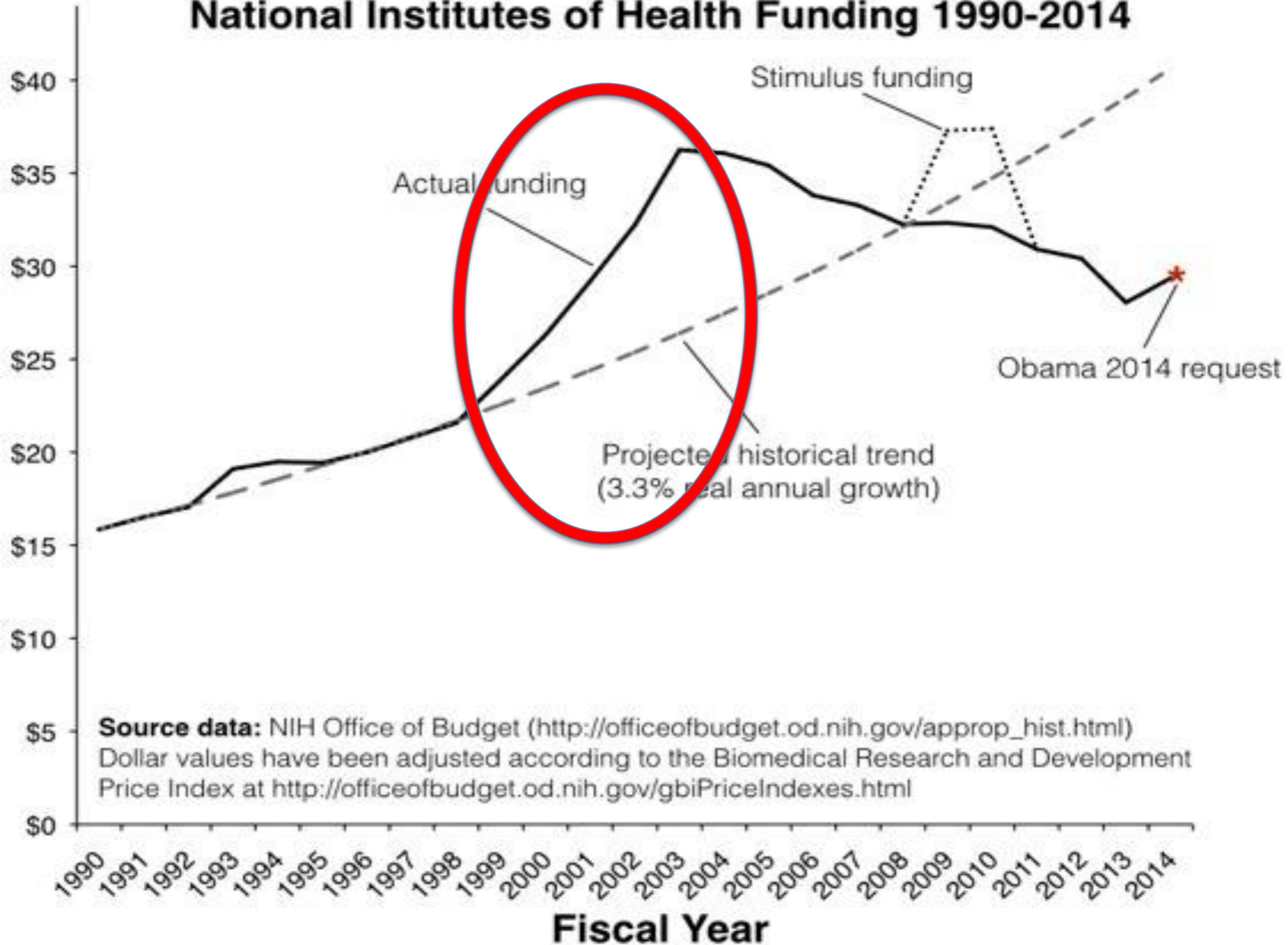
The enormous impact on our citizens and economy requires that a sustained investment must come from the government.

All cancer groups are united in our ask.

Double the NIH funding over the next four years.

National Institutes of Health Funding 1990-2014

Billions of Dollars (constant 2011 Dollars)



Source data: NIH Office of Budget (http://officeofbudget.od.nih.gov/approp_hist.html)
Dollar values have been adjusted according to the Biomedical Research and Development Price Index at <http://officeofbudget.od.nih.gov/gbiPriceIndexes.html>

Example 3.



**HELP US KEEP OUR
CUPCAKES FRESH!**

Cold air dries out our
cupcakes, so please
keep the door closed
while waiting in line 😊

Trust us: your taste buds
will thank you later!

GEORGETOWN CUPCAKES
newbury

83 newbury street

sunday 10-7
monday 10-9

Before You Draft the Message

- ① Determine the “Ask.”
- ② Identify the Target.
- ③ Identify what the Target Values.
- ④ Find the Common Value.
- ⑤ Identify the Obstacle.

Drafting the Message

① Value—Common Value

① Obstacle—Counter. Don't Repeat.

① Ask—Specific. Actionable.

① Ask: ~~Don't impose~~ ^{Reject} block grants or per capita caps on Medicaid

② Target: Gov. Rauner

③ Values: growing IL economy
IL having a competitive edge
job growth
entrepreneurship
* maximizing fed funding *
investment in education
IL as a trailblazer, beacon

④ Common values: * keeping as much \$ in IL as possible
* healthy IL economy, healthy IL population *

⑤ Obstacle: thinks block granting provides flexibility, promotes innovation

✓ Value: We all want to bring as much \$ as possible to IL to help get the state ~~on~~ ^{on} solid economic footing.

Obstacle: Block grants limit federal investment \$ will further destabilize ~~our~~ economy.

publicly
kill innovation & flex
permanent constrain state options.
Ask: ^{publicly} Reject Block grants \$ per capita caps.

• 1115
• Innovation

Ask: Oppose proposals to impose a block grant or per capita cap on Medicaid

Target: Rep ~~Rostam~~ ^{Shimkus} (R-~~ways~~ ~~mean~~ ^{ESC})

Target Value:
· Economic growth/jobs
· ~~good gov't~~ (read: small efficient)
· not saying no all the time

Common Value:
· economic security
· good gov't

Obstacle:
· Partisan rhetoric
· desire to cut taxes

~~Health care makes the Illinois economy work.~~

The most pressing issue in IL right now is jobs. Medicaid has driven \$XXXXXX in economic output and created XXXX jobs in Illinois.

Vote against ~~Congress should oppose~~ ^{reject} Medicaid block grants ^{and on floor} and invest in Medicaid so the Illinois economy can continue to grow.

All Illinoisans should have
the opportunity to work &
support themselves & their
family.

82% of SNAP recipients work
we need to get out of their
way so they can find their
next job.

The legislature should make
SNAP EIT voluntary so we
can re-focus our limited
resources to help veterans,
people experiencing homelessness,
and people w/ backgrounds get
connected to the work supports
they need to get back on their
feet.

ASK = Move SNAP EIT to a
voluntary program

Target = Legislature (Demmer)

Care about self-sufficiency (off benefits)

Value of work

Efficiency / reduce bureauc.

Value \rightarrow Dignity of work

We all want a SNAP Program that operates with integrity and serves those who are truly needy.

The economic impact of requiring photos on EBT cards affect districts differently.

- ~~Agric~~
- ~~Photo~~ Local Small

~~Don't adopt a caucus position~~

Let each member vote indep.
Based on interest of district

Ask Don't adopt a caucus position

Target Leader Christine Radogno

Target values Program integrity
Ensure tax dollars are well spent
Serve those who are truly needy

Common values We all want the program to have integrity and access for those who truly need it

Abstracts 1. G.P. is a...

Biden: Ideally I'd like to include traps from all of the Home Alone movies, but we've only got two months so the Home Alone 2 plan is fine



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