Tackling Messaging Strategically

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Begin with the end.

The Ask drives the message.

It forces a clear strategy.

1. Determine your "Ask"—be specific.

2. Identify a Target—Who has the power to make your Ask happen.

Think small.

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! EORGETOWN CUPC e w b 83 newbury street sunday 10monday 10-



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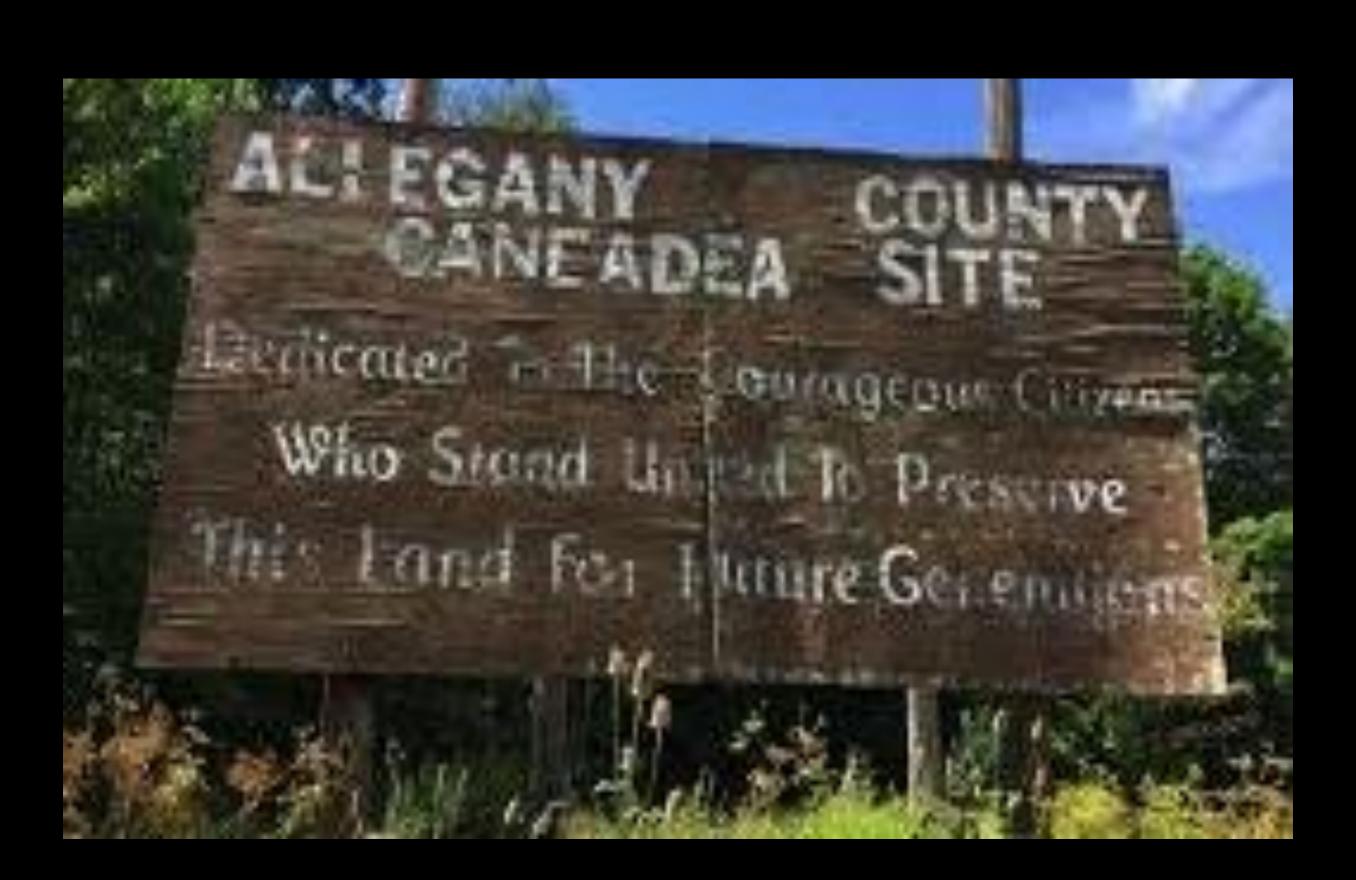
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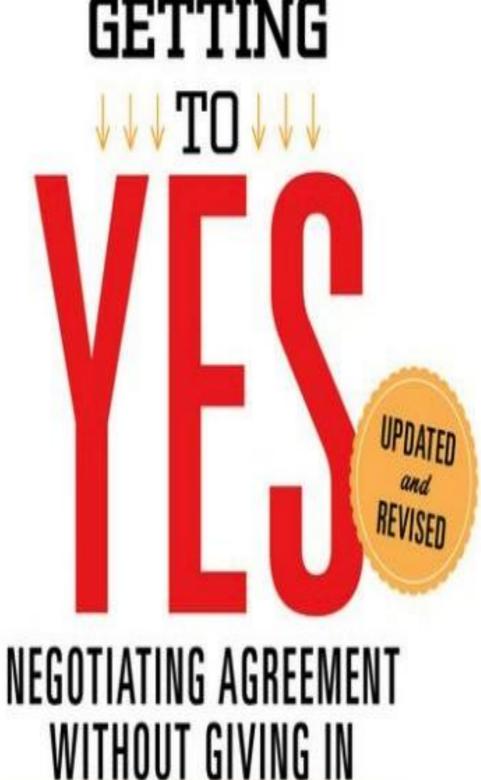
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EORGETOWN CUPC newbury

83 newbury street

sunday 10-7 monday 10-9





WITHOUT GIVING IN

ROGER FISHER AND WILLIAM URY

AND FOR THE REVISED EDITIONS BRUCE PATTON

OF THE HARVARD NEGOTIATION PROJECT



The Rule of Three in Messaging.

Value.

Obstacle.

Ask.

Value.

Theirs.

Obstacle.

Address it. Try not to repeat it.

The Ask.

Specific.

Example 1.

Work Requirements & Coalition Partners

Coalition Partners

- Together we achieved great gains in health insurance for our communities.
- Those gains are under threat by attempts to implement work requirements.
- Defend the gains we've made by being an active member of the coalition educating legislators and the administration on the dangers of work requirements.

Research.

Work Requirements

Always lead with:

Work is an important value.

Reducing Government: Pew

 Pew found voters are more interested in government working for all the people than the size of government.

Words to Replace

Marginalized, underserved

X earn less than Y

Words to Embrace

 Americans/People struggling to get ahead

X are paid less than Y

Equity

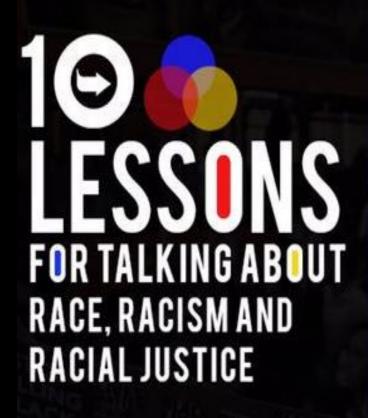
 "Working people whether white, Black or brown."

 Making race explicit increases the enthusiasm of our base and persuades a greater number in the middle toward our solutions.

Demos/Lake Research Partners 2018

Equity

 To make life better for working people we need to invest in education, create better paying jobs, and make healthcare more affordable for white, Black, and brown people struggling to make ends meet.



- 1. CONSIDER AUDIENCE AND GOALS
- 2. KNOW THE COUNTER NARRATIVES
- 3. LEAD WITH SHARED VALUES: OPPORTUNITY, COMMUNITY, EQUITY
- 4. USE VALUES AS A BRIDGE, NOT A BYPASS
- 5. BE RIGOROUSLY SOLUTION-ORIENTED AND FORWARD-LOOKING
- 6. TALK ABOUT THE SYSTEMIC OBSTACLES TO EQUAL OPPORTUNITY AND EQUAL JUSTICE
- 7. BE EXPLICIT ABOUT THE DIFFERENT CAUSES OF RACIAL VS. SOCIOECONOMIC DISPARITIE
- 8. DESCRIBE HOW RACIAL BIAS AND DISCRIMINATION HOLD US ALL BACK
- 9. ACKNOWLEDGE THE PROGRESS WE'VE MADE
- 10. EMBRACE AND COMMUNICATE OUR RACIAL AND ETHNIC DIVERSITY

Example 2.

Work Requirements & Legislators/Governor's Staff

Pro-Work Requirement Administration

- Work is an important value. White, black or brown, people throughout the state want to work to make a good life for their families.
- Work requirements could have dramatic unintended outcomes.
 - In the Kentucky experiment, waitresses, housecleaners, health aids, and students have lost health care coverage.
- Don't rush. Let's ensure this is right for the state by seeing that it works in other states.
 - Let's first assess whether any areas of the state have too few jobs, training opportunities or public transportation.

Example 3. Equity & Safety Net

Our country has made great strides breaking down barriers of discrimination, but still today, too many people are kept out of networks of opportunity connected to where you live, like quality schools, good parks and recreation, jobs, and hospitals which help you make a better life for your family. Sometimes decisions on where to build schools, affordable housing and transportation keep minorities outside of these opportunities.

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Example 4.

Red Tape

Reducing Government Smarter

- People need access to food, health care and temporary aid when they
 have lost a job and hit hard times until they can get back on their feet.
- What we need to do is make government work more efficiently, not less.
 Creating more government roadblocks for people to access safety net
 programs through excessive paperwork does two things: it wastes
 taxpayer dollars and it keeps people who need help from getting the
 basic help they need making it harder for them to transition to self
 sufficiency.
- The governor and leaders from both parties have generated innovative approaches to making government work better for everyone. This includes ensuring more people have access to affordable insurance through Medicaid and that white, black and brown workers seeking new employment have access to work programs. These approaches are the ones the state needs to pursue.

Example 4.

Administrative Advocacy

Administrative Advocacy: SNAP

- We completely support the effort to ensure SNAP and other programs in the state are working the way they are supposed to be and serving the people who need them.
- Our concern is that the call-in is not the most efficient or appropriate way to do that.
 - We are not doing a good job of educating people that they need to call in.
 - The people who are experiencing enough economic insecurity to qualify for SNAP do not have consistent access to phone and email to receive notice that they need to call in. It's not that they are not doing what they are supposed to do, it's that they don't even know they need to do it because their access to communications channels that would alert them is as insecure as their income.
- We would like to ask that you pause the implementation of the call-in requirement to evaluate what the best strategy is to truly achieve the outcome you want to reach.
 We ask that you involve the advocates on an ongoing basis through monthly meetings.

You. Strategy Session.

Your Turn.

Message Set.

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.

Media Relations An Advocacy Tool It's Not That Scary —

Barbara Semedo, CLASP Communications

The Media Landscape





Democracy Dies in Darkness



The Media Landscape

It's a crowded field



Media Relations It's About Engagement



Build a relationship
Share something they didn't know
Story Matters
Stay in touch

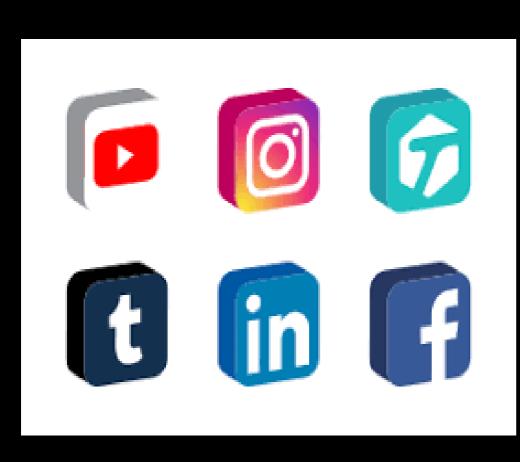
Influencing Editors Do(s) and Don't(s)



- A platform to share your POV, get the facts out
- Editorial Board Memo another way to pitch your idea
- Editorial Board Meeting in person opportunity

DO YOUR HOMEWORK, KNOW THE AUDIENCE, BE PREPARED

MEDIA RELATIONS 2.0 SOCIAL MEDIA



- Reaching audiences directly
- The media lives on social media!
- FB longer posts
- Instagram image driven
- Youtube videos;
- (2/17 400 hrs of content/minute; 8/18 second most popular site in the world)
- Twitter –most useful
- Tips: follow reporters; retweet them; acknowledge their coverage; @mention;