

GET YOUR MESSAGE ACROSS

Your Message Should Be...

- WHY* the issue, the policy, or the program is important
- What your message will accomplish, or has accomplished, in the real world, specifically.

Your Message Is Not...

- A list of all the elements.
- The background arguments.
- The detail around the issue.
- A preamble.
- Contradicting or arguing with others.

Frame Your Message In Interesting Terms

- What is new and significant about my message?
- Does my message tie in with a current issue in the news?
- Is it a "spin-off" of a larger trend or event?
- Does it add an interesting "Wrinkle" to a current event?

"In the age of media spin, the scientific facts of a case are often subverted by 'subterfuge, rhetoric, and propaganda.'" (Broad and Wade, 1982)