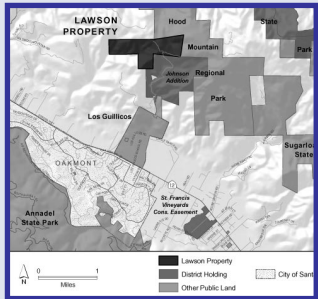




Environmental Law Institute: Conservation Thresholds for Land Use Planners

Now Hear This

Must-Haves & Best Practices for Successful Advocacy Communications



Presented by
Robert A. Pérez, Senior Vice President

FENTON | communications

Thursday, March 22, 2007



Today's Goals

This Presentation intended for internal use only

Today's Goals

- Understand the power of building an effective communications strategy
- Discover best practices that help messages stick
- Apply “must-haves” and best practices to your work

Knowledge is Power.

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Areas of Fashion Design

Area	Brief	Market
Women's Day Wear	Practical, Comfortable, Fashionable	Haute Couture, Ready-to-Wear, Mass Market
Women's Evening Wear	Glamorous, sophisticated, apt for the occasion	Haute Couture, Ready-to-Wear, Mass Market
Women's Lingerie	Glamorous, comfortable, washable	Haute Couture, Ready-to-Wear, Mass Market
Men's Day Wear	Casual, practical, comfortable	Tailoring, Ready-to-Wear, Mass Market
Men's Evening Wear	Smart, elegant, formal, apt for the occasion	Tailoring, Ready-to-Wear, Mass Market
Boys' Wear	Practical, hard-wearing, washable, inexpensive	Ready-to-Wear, Mass Market
Girls' Wear	Pretty, colorful, practical, washable, inexpensive	Ready-to-Wear, Mass Market
Teenage Wear	Highly fashion-conscious, comfortable, inexpensive	Ready-to-Wear, Mass Market
Sportswear	Comfortable, practical, well-ventilated, washable	Ready-to-Wear, Mass Market
Knitwear	Right weight and color for the season	Ready-to-Wear, Mass Market
Outerwear	Stylish, warm, right weight and color for the season	Ready-to-Wear, Mass Market
Bridal wear	Sumptuous, glamorous, classic	Haute Couture, Ready-to-Wear, Mass Market
Accessories	Striking, fashionable	Haute Couture, Ready-to-Wear, Mass Market

Boiling it down to the essential

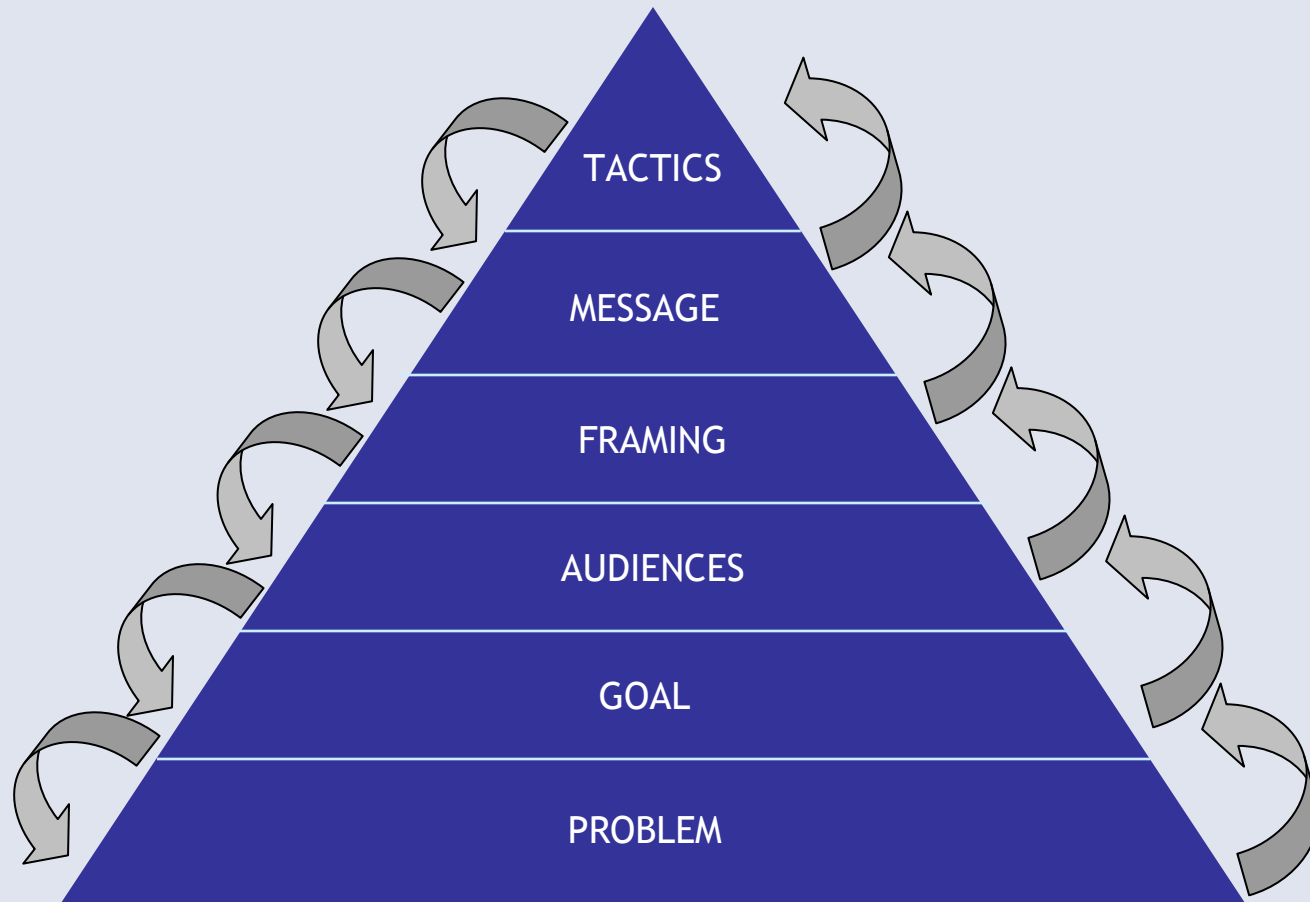


The Curse of Knowledge

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Must-Haves for Effective Communications Strategies

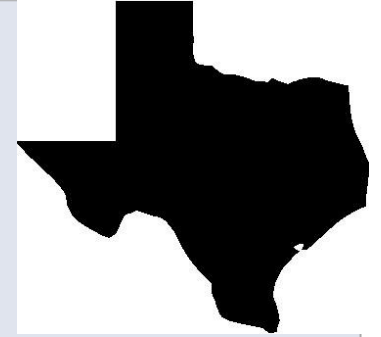
Building Your Strategy



Defining the Problem

Clearly define the problem that you're attempting to address through your proactive communications efforts.

- Highlight the social, political and cultural factors that contribute to the problem.
- Add details about the challenges that you may face along the way.
- Make sure to identify those responsible for the problem and also those with power to fix it.
- What research is available to help you define the problem?
- *Example: Litter on Texas highways has been increasing by 15 to 20 percent every year since 1987. Those most guilty of littering are 18- to 34-year-old men, who are indifferent to messages about scenic beauty, oblivious to the costs of cleaning up roadsides and don't think their individual actions contribute to a problem.*



Articulating a Goal

Articulate a goal that is clear and measurable.

- Identify target audiences who wield power.
- Give yourself a deadline by which to measure progress.
- *Example: Decrease litter caused by motorists (clear) by 5 percent in year one (measurable).*



Charting Your Target Audiences and Their Values

Chart your target audiences and what values are important to them.

Target Audiences

Young Texas Men, 15-24



What do they value?

State Pride

Machismo

Don't care about
scenic beauty or costs
of litter

Determining the State of the Debate

Determine whether the current state of the debate requires framing, reframing or simply more noise.

Frame: If the contours of the debate have not been set – often with an issue new to your target audience.

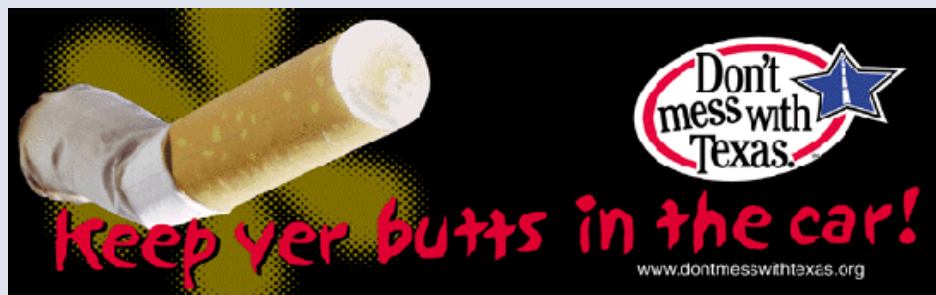
Reframe: If the contours of the debate have been established and you're on the defensive or losing the debate.

Amplify: If the contours of the debate have been set positively but no one is making enough noise or paying attention.

Developing Messages & Matching Messengers

Develop not only effective messages, but identify the best messengers to embody those messages.

- Your messages should connect back to the values of your target audiences.
- Your messages should reinforce your framing position (frame, reframe, amplify).
- Does your messenger embody the message that you're trying to deliver? Do they have credibility? Do they bolster your frame?



Texas Department of Transportation's "Don't mess with Texas" anti-litter campaign included television advertising using Texas sports and entertainment celebrities. The Fabulous Thunderbirds, shown here after a day-long shoot of their commercial, were one such group.

Message Platform: Structure

Message #1: Problem

Message #2: Solution



Don't
mess with
Texas.

Message #3: Call to Action

Case Study: Message Platform

- Texas has always stood for strength and pride because Texans have always defended the Lone Star State's honor. But today, people are trashing our state – literally – by chucking their trash out their car windows while driving down Texas streets and highways. **(PROBLEM)**
- Every lone Texan – including you – has to stand up for the Lone Start State. If you throw your cigarette butt or beer can out your car window, you're messing with Texas. **(SOLUTION)**
- If you believe in the Lone Star State, don't mess with Texas. And tell others not to mess with Texas. **(CALL TO ACTION)**

Deciding on Best Tactics

Decide on the best ways to communicate your messages to your target audiences.

- Choose communications vehicles that will reach your target audiences and reinforce your frame.
- *Example: Drive-time interview with Stevie Ray Vaughn on The Arrow 93.7 FM discussing “Don’t Mess with Texas.”*



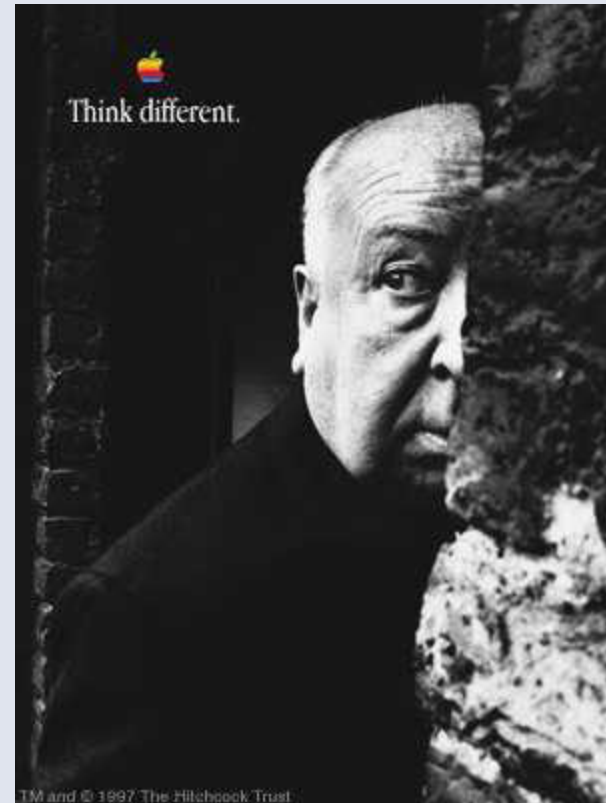
Ideas that Stick

And what makes them sticky

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Keep It Simple.

- “It’s the economy, stupid.”
- Save the Endangered Coast.
- Think Different.



Make It Unexpected.

- What Would Jesus Drive?
- I Want You to Invade Iraq
- Safe Happens

What Would Jesus Drive?

I WANT YOU TO INVADE IRAQ

Go ahead. Send me a new generation of recruits. Your bombs will fuel their hatred of America and their desire for revenge. Americans won't be safe anywhere. Please, attack Iraq. Distract yourself from fighting Al Qaeda. Divide the international community. Go ahead. Destabilize the region. Maybe Pakistan will fall – we want its nuclear weapons. Give Saddam a reason to strike first. He might draw Israel into a fight. Perfect! So please – invade Iraq. Make my day.

TomPaine.com common sense

Osama says: 'I Want You to Invade Iraq'
TomPaine.com features material
why we should!

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Transportation is now a moral choice and an issue for Christian reflection. It's about more than engineering—it's about ethics. About obedience. About loving our neighbor.

So what *would* Jesus drive?

We call upon America's automobile industry to manufacture more fuel-efficient vehicles. And we call upon Christians to drive them.

Because it's about more than vehicles—it's about values.

<small>Dr. H. Englehard, Ph.D., Secretary, Christian Church in North America</small>	<small>Rev. Steve Haynes, Ph.D., Past President, Inter-Varsity Christian Fellowship</small>
<small>Rev. Robert Hestenes, Ph.D., International Minister, World Vision</small>	<small>Rev. Richard Meaux, Ph.D., President, Fuller Theological Seminary</small>
<small>Rev. Ron Sider, Ph.D., President, Evangelicals for Social Action</small>	

ELIGICAL ENVIRONMENTAL NETWORK
PA 19096 www.WhatWouldJesusDrive.org

ies. Affiliations listed for identification only.

Make Sure It's Concrete.

- Oral Re-hydration Therapy
- Mount Hamilton Wilderness
- Coastside Protection Program



Establish Credibility.

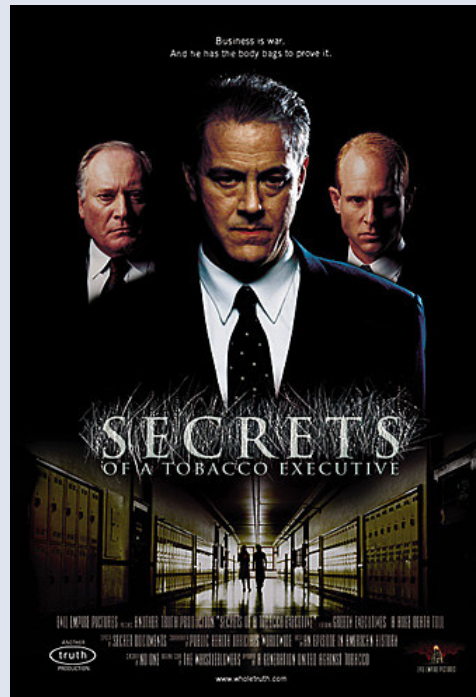
- Pam Laffin
- Cindy Sheehan
- MoveOn.org



MoveOn.ORG
DEMOCRACY IN ACTION®

Add Emotion.

- The Mother Teresa Principle
- Don't Mess with Texas
- The Truth



Tell a Story.

- Jared Fogle & the Fast Food Diet
- Ryan Kim: Homeless to College
- Margie Richard: Cancer Alley
- Erin Brockovich: Taking Down PG&E



**PERSON
OF THE WEEK**

ON EDUCATION/Samuel G. Freedman

A Refuge for Gay Students When Families Turn Away

PRINCETON, N.J. — RYAN KIM had just delivered an order — penne alla vodka and a Coke, as if he could ever forget — when his creaky old car broke down for the last time. Without wheels, he would have to quit his night job at the Italian restaurant. And with the bus drivers on strike in Los Angeles, he would have to walk a 10-mile round trip every day between his day shift as a bank teller and his room in a Salvation Army residence, what passed for home for an 18-year-old who had left it.

At that moment in October 2005, Ryan surrendered to a corrosive thought: what if he just hadn't come out as gay? If he had stayed in the closet, he would have been two months into his freshman year at New York Uni-



David Soter

er, lying to his friends that he wanted to take some time off before college. ... weeks after the

Opening doors to college for those who suddenly lose support from home.

story Spanish. The fantasy had been made real. For each of his four years at Princeton, Ryan will receive \$5,000 from the Point Foundation, in addition to financial aid from the university. The foundation also linked him to mentors — Jennifer Hatch, an investment adviser, and Harvey Shipley Miller, an art philanthropist — who did not want to lose Ryan. Ser-

number of applicants surpass 1,000. (The organization's Web site is www.thepointfoundation.org.) Ryan Kim embodies the variety of factors the foundation seeks in recipients — need, merit, leadership potential. From the time he first moved to Los Angeles, with \$2,000 saved from an after-school job and his high school graduation tassel dangling from his car's rear-view mirror, he had entirely supported himself. He won designation as a "national scholar" from the College Board because of his scores on 10 Advanced Placement tests. He put together a science cup-

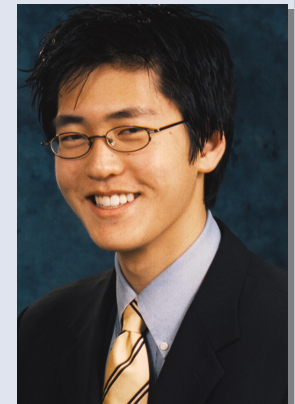
The New York Times

The Advocate

The Washington Post

USA TODAY

The Boston Globe



Beating the Curse of Knowledge

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Beat the Curse of Knowledge!

Tips for Beating the Curse of Knowledge

- To Create Focus → Keep It Simple (Save the Endangered Coast)
- To Capture Attention → Make It Unexpected (What Would Jesus Drive?)
- To Get Them to Remember and Understand → Make Sure It's Concrete (Mt. Hamilton Wilderness)
- To Get People to Believe → Establish Credibility (Cindy Sheehan)
- To Make Sure They Care → Add Emotion (The Truth)
- And to Get Them to Act → Tell a Story (From Homeless to College)