ELEMENTS OF A SUCCESSFUL MESSAGE

★ Frame for Institutional Responsibility
Highlight what institution or what official is responsible for making change.

★ Speak in Shared Values
Values are more powerful than facts – figure out what you and your audience both care about, and communicate based on these shared values.

★ Spotlight Racial Justice
Expose institutional racism and focus on solutions that make the rules more fair for people of all races.

★ Evoke Pictures
Use words that paint pictures your audience can relate to.

★ Be Creative
Use rhymes, sharp phrases, metaphors and comparisons to make your point. For example comparing an expensive, ineffective public transportation system to a broken down bus shows audiences that the system doesn’t work.

★ Focus on Solutions
Advocates spend too much time talking about problems. Instead, make sure your message clearly communicates solutions your audience can take part in.

★ Keep It Simple
Use clear reasonable language, especially when communicating for radical policy change.