

The Importance of Messaging

Maria Farrah Howell

The Business of News

- Economics of the news business have resulted in:
 - Greater focus on entertainment, sensationalism
 - Shorter stories – less room for nuance
 - Younger, less experienced reporters

Elements of a Successful Public Information Campaign

- 3-5 key messages for each issue
- Messages that are brief, easy to understand and void of acronyms and government-speak
- Message coordination among partners/potential spokespeople
- Spokespeople who stay on message
- Messages as foundation for ALL communications

Shaping Issues for the Public

- Key messages = consistency among spokespeople
- Consistency among spokespeople = consistency in how the issue is covered by the media
- Consistency in media coverage = clarity for constituents

Spokespeople - Never Lose Sight of Your Role

- Reporter's job: ask questions, get story
- Your job: position organization and frame the issues for the public



Juicy Story

Good PR

Social Media

- Same messages
- Same discipline
- Different format