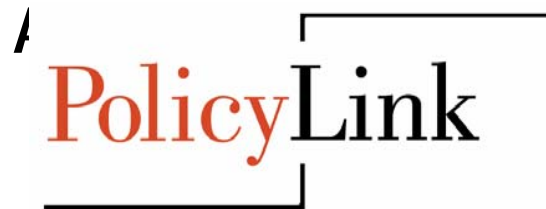




# Strategic Communications

## Framing Your Message to Achieve Policy Change

Mary M. Lee



*Lifting Up What Works®*

**Strategic Communications**  
**Telling the Story in a Compelling Way,**  
**Leading to Action**

# Strategic Communications

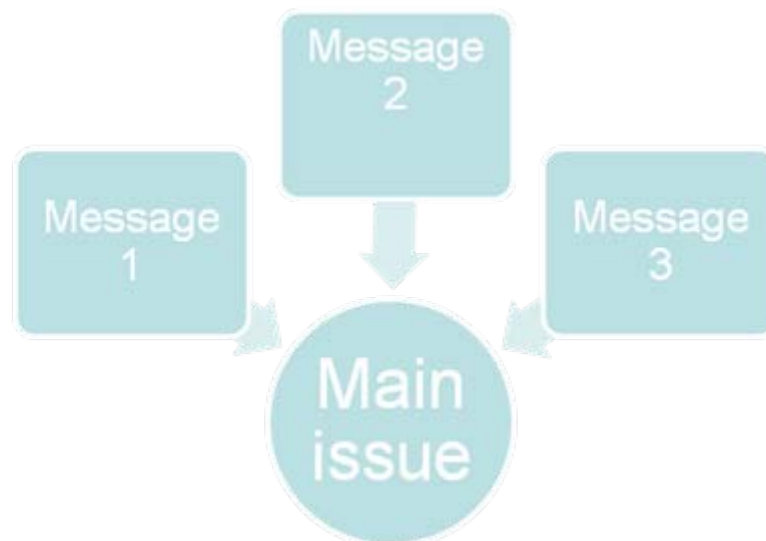
## Understand the Critical Role of Communications:

**A key role of communications involves framing the issue in such a way that others see themselves affected by it.**

# Strategic Communications

## Developing Three Key Messages

**Focus on three strong messages, research and develop them so that they tell the story of your issue.**



# Strategic Communications

## Decisions on Key Spokespersons:



- **Carefully choose who will have the public face of the issue.**
- **Possibly choose a person who's most affected, articulate and persuasive**
- **Create criteria for spokesperson selection**



# Strategic Communications

## Identify Target Audience:

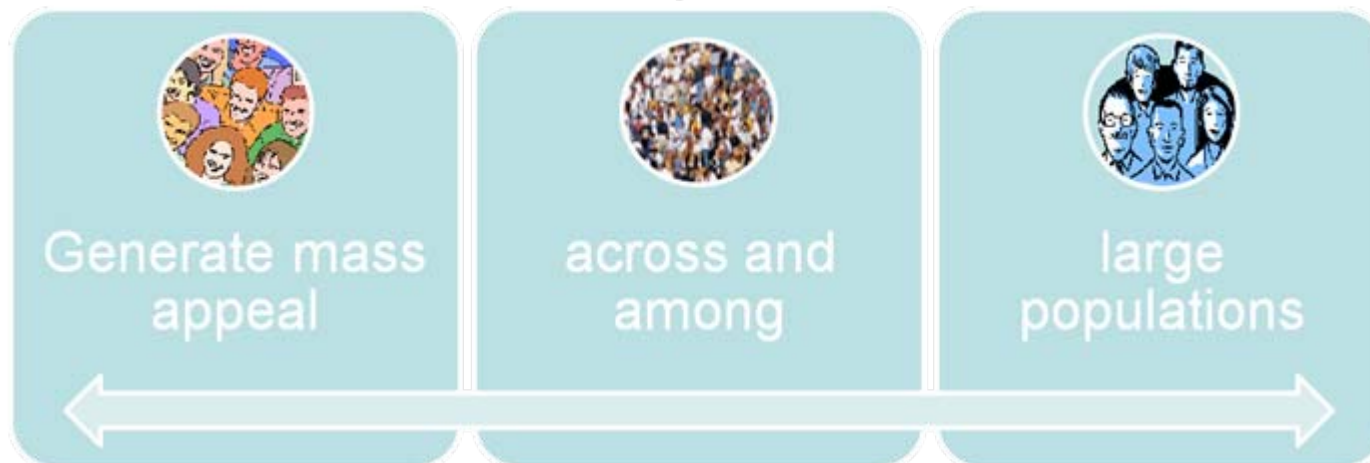


- **Decide who the primary audience will be**
- **What is the best method to reach them?**

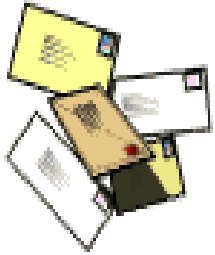
# Strategic Communications

## Build Public Will:

- **Figure out how to craft a message that reaches large populations**



- **How to generate mass appeal and interest**



# Strategic Communications

## Build and Nurture Relationships with the Media



- Learn who writes about your issue and reach out to them
- Send media packets
- Invite them to events and activities



# Strategic Communications

## Use of Media Tools:

- **Become Familiar with various media tools, such as:**
  - Letters to the editor
  - Op-Eds
  - Press Conferences
  - Radio Tours

# Strategic Communications

## Media as a Key Mechanism:

- **Media coverage helps generate attention, raise awareness, and build support for policy goals**
- **Use multiple venues to get the word out**
- **Pitch your study and convince reporters to cover it**
- **Prepping for interviews and press conferences**

# Strategic Communications

## Consider a Reporter's World:

- **Work on tight deadlines**
- **Need stories that are newsworthy and fresh**
- **Need a straight-forward description of the story that their readers can understand and will find interesting**
- **Especially good if they can tell a local story through local data and/or local stories**
- **Connections to residents who can tell personal stories are helpful**
- **Connections to experts who can be quoted also useful**
- **Maps/photos/charts help to tell a story**

# **Strategic Communication**

## **Evaluating Your Progress**

Number of Media Contacts Made

Number of Times Organization is Cited

References in Articles, Radio, TV or Websites

# Visit our website: [www.policylink.org](http://www.policylink.org)

Mary Lee, Associate Director  
[mary@policylink.org](mailto:mary@policylink.org) (323) 213-0674

The screenshot shows the PolicyLink website homepage. At the top, the PolicyLink logo is on the left with the tagline "Lifting Up What Works". To the right, it states "PolicyLink is a national research and action institute advancing economic and social equity by Lifting Up What Works®". Further right are links for "Profile", "Contact", "Donate", and "Press", and a note "there are 7 career opportunities". A red navigation bar contains links for "HOME", "ABOUT US", "FOCUS AREAS", "PUBLICATIONS", "EQUITABLE DEVELOPMENT TOOLKIT", and "GET INVOLVED". The main content area features a "DAY 101 and Beyond" section with a large image of the US Capitol and a "3 Ways to Get Involved" graphic. Below this are sections for "ACHIEVING POLICY IMPACT", "OUR FOCUS AREAS", "DEMAND EQUITY NOW", "PUBLICATIONS AND FACTSHEETS", "NEWS AND EVENTS", "EQUITYBLOG", "EQUITABLE DEVELOPMENT UPDATE", and "MULTIMEDIA".

**PolicyLink** Lifting Up What Works®

PolicyLink is a national research and action institute advancing economic and social equity by Lifting Up What Works®

Profile Contact Donate Press

there are 7 career opportunities

HOME ABOUT US FOCUS AREAS PUBLICATIONS EQUITABLE DEVELOPMENT TOOLKIT GET INVOLVED

**ACHIEVING POLICY IMPACT**

Local leaders are national leaders because they solve our nation's problems. We partner with equity advocates around the country to lift up best practices and create policies that build a just and fair society.

**OUR FOCUS AREAS**

- PolicyLink Center for Health and Place
- PolicyLink Center for Infrastructure Equity
- Leadership and Civic Engagement
- Federal Policy Agenda

**DAY 101 and Beyond**

3 Ways to *Get Involved*

DAY 101, Get Involved

Healthy Food Retailing

Economic Recovery

NOLA and Gulf Coast

Equity for the Unincorporated

**DEMAND EQUITY NOW**

**Demand EQUITY NOW**

A Recovery Briefing Series  
Hosted by PolicyLink

**PUBLICATIONS AND FACTSHEETS**

**An Engine of Opportunity: A User's Guide to Advocate for Transportation Equity in the 2009 Recovery Act**

provides a roadmap for advocates to ensure stimulus-funded public transportation projects bring hope and economic opportunity to millions of Americans hit first and worst by the economic downturn.

**Bringing Home the Green Recovery: A User's Guide to the 2009 American Recovery and Reinvestment Act**

offers information and ideas for using and securing recovery dollars to help expand opportunity in low-income communities and communities of color.

**NEWS AND EVENTS**

"New Orleans asks: 'What Recession?'," *Chicago Sun-Times*

"Residents fear losing Hurricane Katrina FEMA trailers" *Chicago Tribune*

"Affordable housing? Not in my backyard, many say" *Times Picayune*

"Obama's 100-day report card" *Salon.com*

"California's Community Colleges in the Economic Downturn," *KQED Radio*

**EQUITYBLOG**

Audio: The Outlook for Health and Wellness in the Recovery

Day 101 and Beyond

The Real Path of Stimulus Money

**EQUITABLE DEVELOPMENT UPDATE**

Get updates on advocacy campaigns, policy strategies, and promising practices from across the country.

**MULTIMEDIA**

Achieving a Fair,