

Messaging and Delivery

"Social movements rise and fall on how well they reflect public values and appetite for change," John Russonello.

What is a message? A message is a statement intended to influence the opinion or action of a target audience.

STEPS TO EFFECTIVE STRATEGIC COMMUNICATION:

- Set Your Goal (What does success look like?)
- Define your target audience (Who do you need to convince?)
- Appeal to **values** (Why does my audience care?)
- Identify a credible **threat** to those values (What the problem?)
- Simple, common sense **solution** (How should we fix it?)
- Give people something to do
- Have an anecdote or story
- Anticipate attacks
- Use images
- Be repetitive
- Messengers must complement messages

Primary Values

- Responsibility to care for one's family
- Responsibility to care for oneself
- Personal liberty
- Work
- Spirituality
- Honesty/Integrity
- Fairness/Equality

Secondary Values

- Responsibility to care for others
- Personal fulfillment
- Respect for authority

- Love of country or culture

The Four Counter Arguments

- It costs too much
- It infringes on our lifestyle
- You're exaggerating
- We're already taking care of that

Remember!

- Message = Values + Threat + Solution
- Success = Message + Credibility x Repetition
- Defuse — don't repeat — your critics
- Simplify, simplify

Source: John Russonello, [Belden Russonello Strategists](#).