

➤ 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 value.

★ **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.