Messaging & Framing

2019 Management & Leadership Training Conference

Ketayoun Darvich-Kodjouri
Communications Strategist
First Things First – Start with Strategy

- What’s the communications goal?
- What’s the current landscape for your communications?
- Which audiences do you need to engage?
- What do they already think, feel, and believe about this issue – their existing frames?
- What are the right messages?
- What tactics should you use?
- What staffing and resources are needed?
- How do you measure success?
Framing
What’s Framing?

- Frames = mental shortcuts of deeply held worldview, beliefs & assumptions.
- People are not blank slates. Their perceptions of issues, who is responsible, and the solution are shaped by frames.
- Tapping into right frame – through metaphors, images, language – can help define the debate on your terms.

“If the facts don’t fit the frame, the public will reject the facts”
Some Common Frames

- **Government**: inept nanny state vs. working toward the common good?
- **Environmental laws**: economy-busting regulation vs. protecting our rivers and the air we breathe?
- **The economy**: uncontrollable force of nature vs. man-made?
- **Immigration**: stop the jeopardy to “our” safety/economy vs. creating a path to citizenship that keeps families together
- **Human services sector**: charity “handed to them on a plate” vs. building well-being and opportunity?
- **Economic disparity**: personal responsibility (“pull yourself up by your bootstraps”) vs. shared fate (“we’re all in this together”)
- **Racial equity**: stop “playing the race card” vs. treat everyone fairly, no matter what they look like or where they came from
Quiz: Name the Frame

1. GOVERNMENT MEDDLING VS FREE MARKET

2. "Why is the price so high?"

3. "It's a good thing we don't have stronger government regulations getting in the way of our 'freedoms'."

4. "Freedom Industries"

5. TRUMP FAMILY VALUES VS IMMIGRANT FAMILIES

6. "Ice"

7. "Here, put this on"

8. "Honduras Border"
Quiz: Name the Frame

VS

The Anti-Capitalist System

VS

Oh, you spent your welfare check on the new iPhone and now you're broke? Better ask Siri where you can get a job like the rest of us!
Powerful Economic Metaphors
## Your Turn: Issue Framing

1. **What’s the issue?**

2. **Name the dominant frames (good and bad) about your issue.**

3. **Common metaphors, images, language related to these frames.**
Audiences
Strategic Targeting: Who’s Your Audience?
Beware of Categories that are Too Broad...

---

**UNDecided...**

- I can't decide whether or not I want to have a global financial crisis and a stock market crash...
- I'm unsure if I want to become a client state of Russia...
- I can't decide if I want an instant trade war with China and Mexico...
- I'm up in the air about men grabbing women's genitals.

---

- I am undecided about deporting 12 million people and letting the NRA run the Congress...
- It's a tossup on religious persecution and systematic black voter suppression...
- I'm flummoxed about the notion of the FBI becoming Rudy Giuliani's secret police...
- I can't even decide if I'm even going to vote...

---

- I've decided!
- **Me, too!**
What do you know about them?

**What do they care about?**

- Big values
- Personal values
- Not YOUR values

**What holds them back?**

- Don’t know
- Don’t care
- Still don’t act
Quiz: Who’s the Audience?

why should I learn to braid?
Because it makes my daughter happy
spending time with her relaxes me
she tells me funny stories while I braid
I want her to feel beautiful and loved
she’ll only be a little girl for so long
because together we’re healthier

Taking care of your family requires taking care of yourself. That includes seeing your doctor for an annual wellness checkup. To make your health a priority. Let us help you schedule an appointment today.

Catholic Health Initiatives
Imagine better health™
303-296-9100 or visit catholichealthinitiatives.org

Now when people look at your face

They’ll think about their prostate
Sport a stache. Champion the cause.

“the news came completely out of the blue”
Vivien Pea
My husband had prostate cancer. He had no signs or symptoms. How were we going to cope?

Supported by

M&S
www.prostateaware.org.uk

Call to a specialist nurse
0800 074 8383
www.prostateaware.org.uk
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Who is your audience?</strong></td>
<td></td>
</tr>
<tr>
<td><strong>2. What action do you want them to take?</strong></td>
<td></td>
</tr>
<tr>
<td><strong>3. What connects them to the issue or your work?</strong></td>
<td></td>
</tr>
<tr>
<td><strong>4. What’s their best reason to say no?</strong></td>
<td></td>
</tr>
</tbody>
</table>
Crafting Messages
Messages: 5 Basic Questions

1. Who’s your audience?
2. What action you want them to take?
3. What do they care about?
4. What’s their best reason to say no?
5. What powerful frame(s) can you tap into?
Three points

**Connect**
Taps into what the audience cares about, establishes common ground

**Persuade**
Overcomes the audience’s main barrier without repeating it

**Take Action**
Asks the audience to take a specific action and explains the benefit of acting
Example – Death Penalty

Connect

Innocent people should not be wrongfully convicted and sentenced to die

Persuade

More than 100 have since 1976.

Take Action

Pass the bill requiring DNA testing for all accused of a capital crime – so we can be sure our justice system treats everyone fairly.

BONUS Q: What’s the Frame?
Example – Quiz

Connect

Persuade

Take Action
TIME FOR A BREAK
Messaging Tips
Messaging Traps
Avoid the traps

MEGO

Too Much Info

Math Problem

No Story
Your Turn!
Two Steps

Step 1
• Craft your message

Step 2
• Practice with a partner
## Step 1: Draft a Message

1. Who is this for (audience)

2. Frame you will emphasize

3. Connect Message – to a value

4. Persuade Message – overcome a barrier

5. Take Action Message
Step 2: Share with a Partner!
How did it go?

OR
Putting Message into Practice
Putting Messages into Practice

1. Know who you are trying to reach
2. Be consistent – and repetitive
3. Once finalized, flow messages into all materials and channels
4. Train all spokespeople on:
   • Your messages
   • How to block and bridge
5. When speaking, talk like a real person
Learn from the Pros
Suggested Resources

Opportunity Agenda (opportunityagenda.org)

Frameworks Institute (frameworksinstitute.org)


THANK YOU!

Ketayoun Darvich-Kodjouri
ketayoun@gmail.com