



Developing and Communicating an Effective Campaign Message

Wellstone



Message =

Core argument of a campaign or organizing effort

It answers the question
“Why?”

- Why does it matter?
- Why should I care?

Message

≠

Slogan

Message

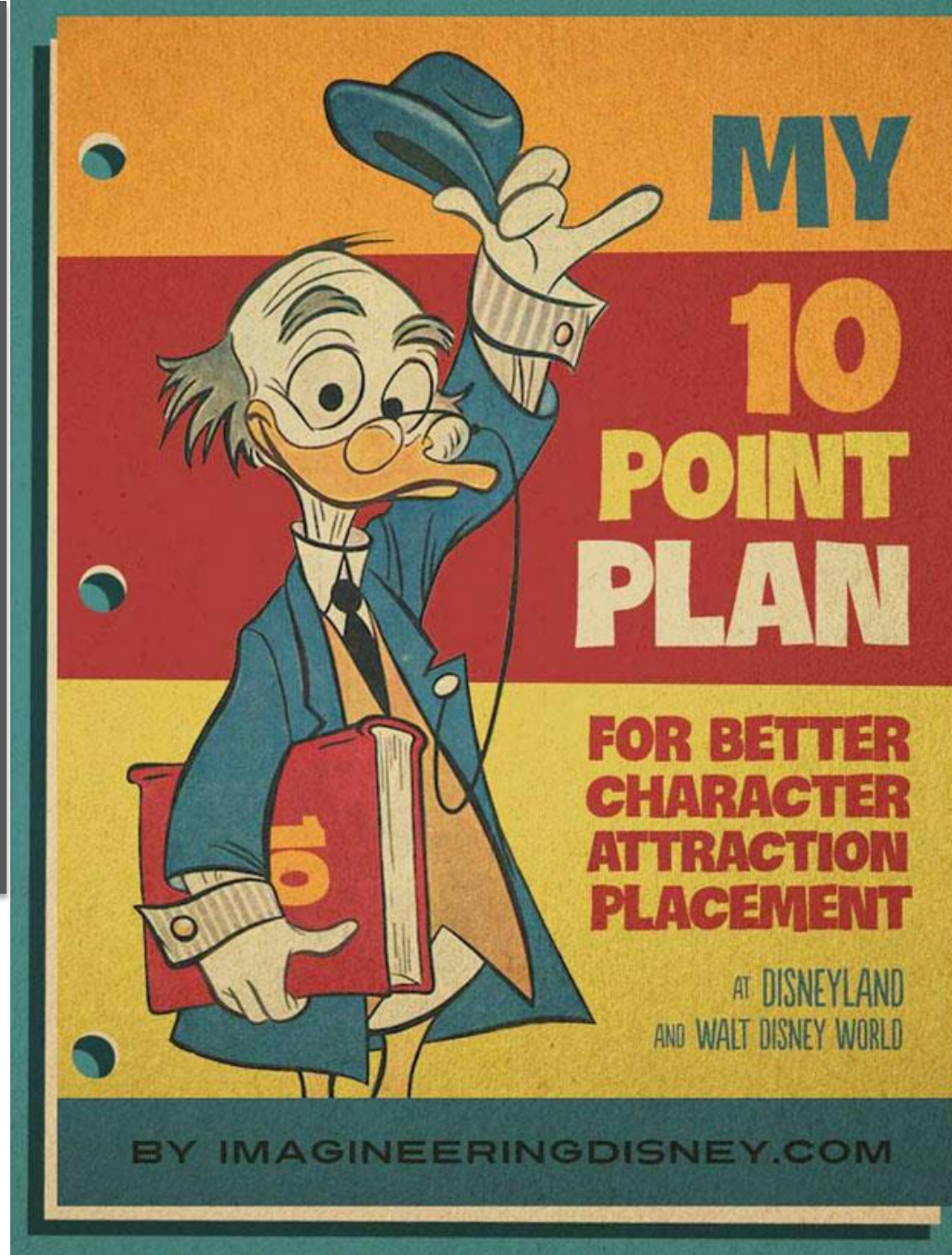
≠

10-Point Plan

Message

=

Values



Message is more than clever words and logos





v.



Message = a conversation

What makes for a good conversation?

An Effective Message Is:

- **C**redible
- **C**oncise
- **R**elevant
- **C**ompelling
- **C**ontrasting
- **R**epeated

Remember:

**Audience
First**

Message

Second





Audience

- What do they care about?
- What do you want them to think?
- What do you want them to do?

Internal vs. External Messages

- **Internal message:** speaks to our fellow union members.
- **External message:** speaks to the public, to uninformed or undecided people, to educate, pressure, or persuade.
- **Crossover:** ensure that our internal messaging also models the external message



ROGER JENSEN/THE OREGONIAN

Cena Norton, vice president for the Oregon Trail teachers union, stands on a stump to address teachers carrying signs during a rally across the street from Sandy City Hall. Teachers in the district in Sandy overwhelmingly voted to strike Monday.

Teachers: No Child Left Behind issues key in dispute

Continued from Page B1

Teachers say it is important
to address all the

doesn't reflect the increasing cost of health care.

But many of the differences between the district's offer and the teachers' proposals are in language changes.

No Child Left Behind, for instance, has had a tremendous effect on student testing and measures of school performance. Now, the federal law is becoming a major issue at the bargaining table.

Oregon Trail Teachers' Strike

Who do the signs speak to?

Bargain Now, Bargain Fair

No Rollbacks

Let's Talk

Value Teachers

Back to the Table, Bargain Fairly Now

Fair Fair Fair

Sandy High stud

Time to learn | With fliers and signs, about 50 teens urge the district and teachers to settle

By **KIMBERLY MELTON**
THE OREGONIAN

SANDY — Students at Sandy High School sent a message to their community Tuesday morning: "S.O.S. — Save Our Students."

On fliers and signs, they sought to bring the focus back to the 4,200 students who have been out of school for six days.

"It is not really about salaries and benefits — it is about students," said senior Hannah Lankford, 17, student body president.

Lankford and her friend, Whitney Shultz, 18, attended a community meeting hosted by the teachers union Sunday at the Sandy Community Center. What they saw motivated them to act.

"We realized that the strike wasn't getting settled," Shultz said. "Students needed to get involved. We wanted to show the community we are suffering as much as anyone else."

Although students as a group haven't taken sides in the strike, they said they wanted to motivate the parties to find middle ground and reopen schools.

Teachers began negotiating with



Sandy High School student's Whitney Shultz, left, and senior Hannah Lankford, right, hold signs during a protest on Southeast Bluff Road in Sandy, near where Oregon Trail district teachers have been picketing.

ment.

Teachers approved a strike in October and have been picketing since Oct. 25.

Lankford said she hoped the rally, which drew fewer than 50 of the schools' 1,460 students, would be a motivation.

"We wanted to give both sides a little more enthusiasm and get them going back to the table and compromising," she said.

Some students huddled under a

holding umbrellas and plastic-encased signs. Each time a car honked, the students waved their signs and shouted.

Nancy Lankford, Hannah's mother, helped prepare muffins and signs for the event.

"I'm really proud of them for speaking up," Lankford said. "Hannah was supposed to go to a leadership conference in Seaside this weekend. She probably won't go, but she is getting a real-life lesson

"It is not really about salaries and benefits — it is about the students," said Senior Hannah Lankford, student body president.

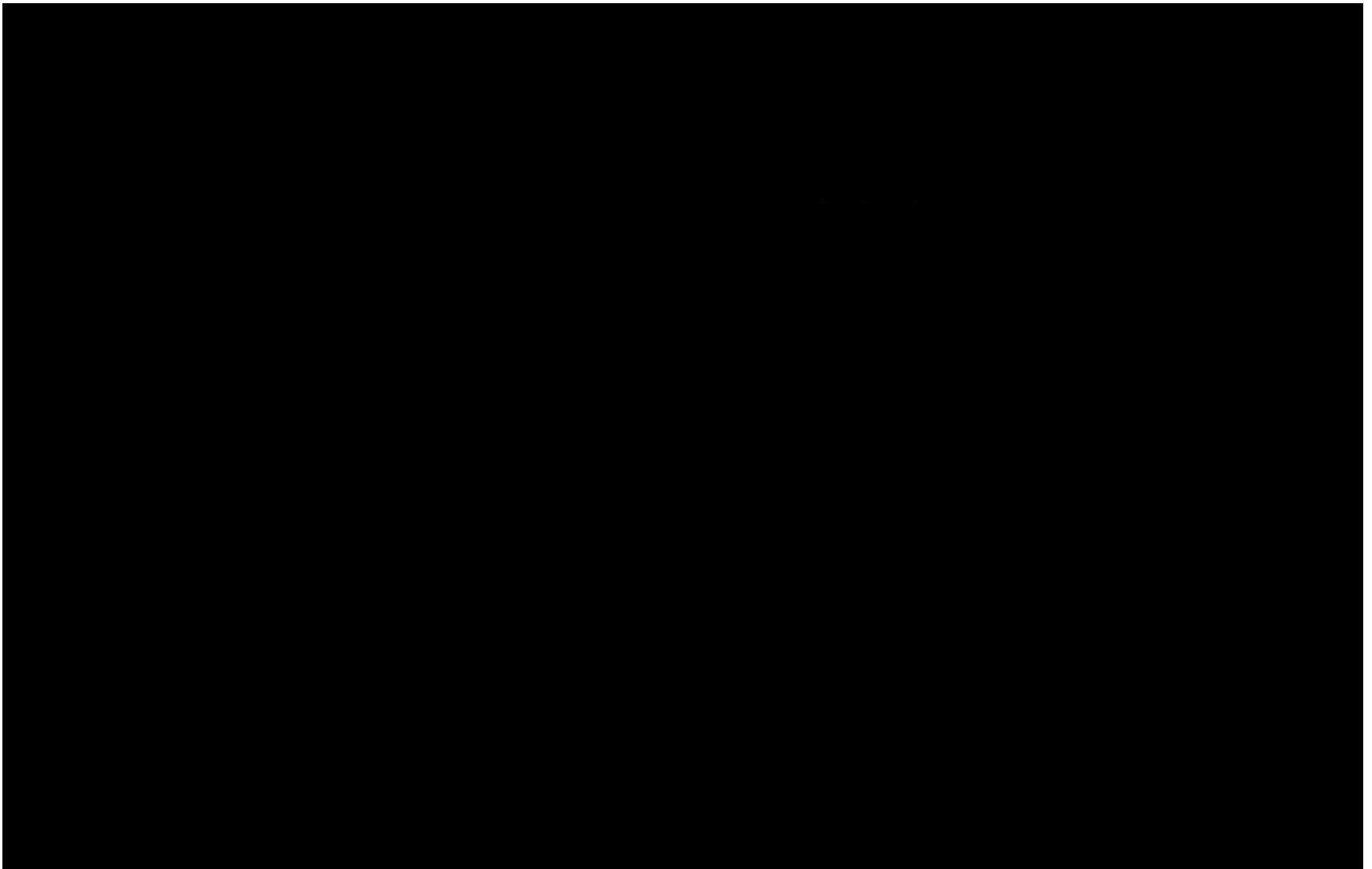
...set up ...ents on the ...ome page that provides links to other educational Web sites. Learning packets have been developed for students in grades K-5. Parents can pick up the packets at public libraries and the district's Learning Center in Sandy.

but not most of us. This is it."

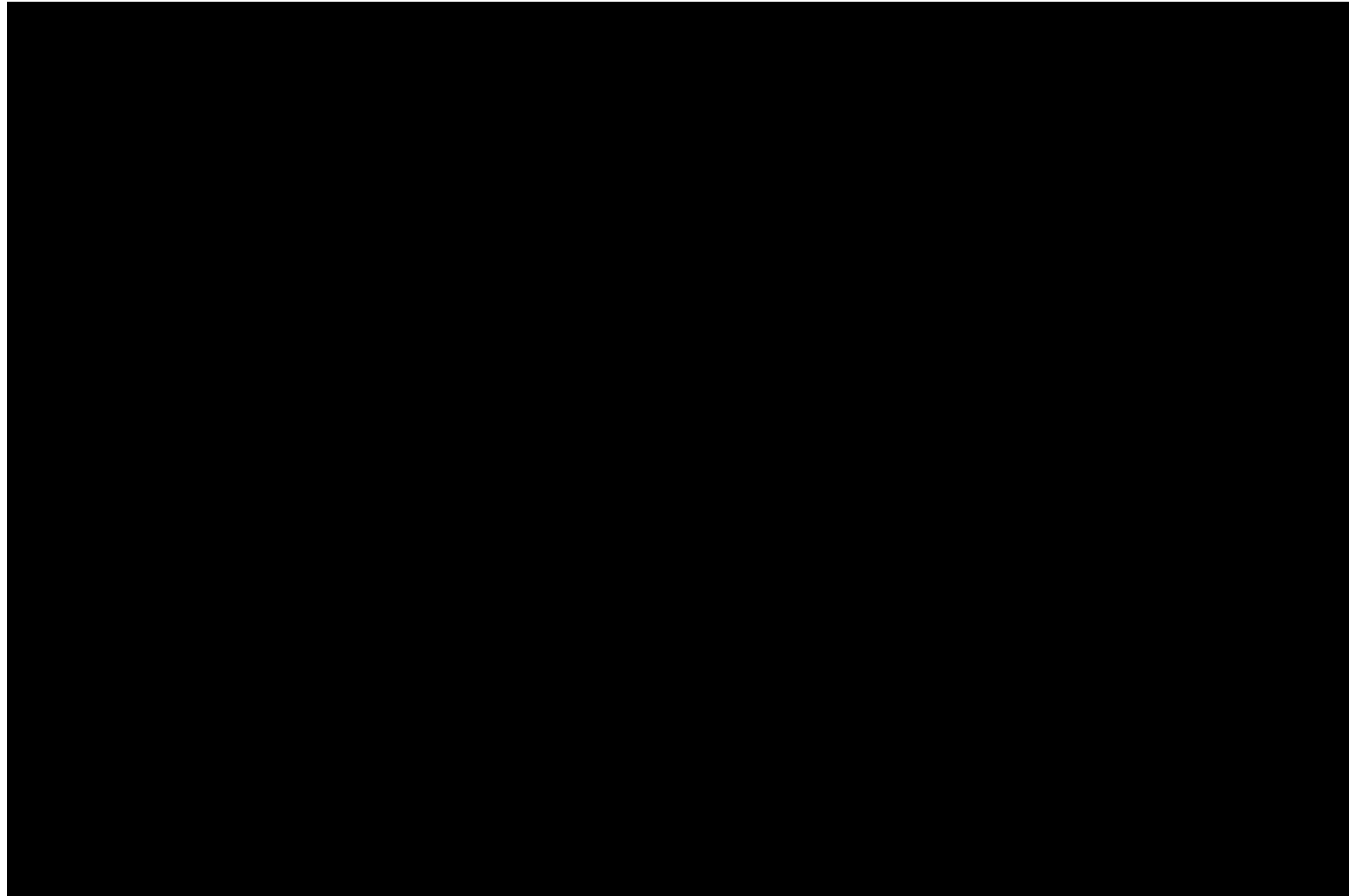
Last Friday, Oregon Trail parents and residents hosted a barbecue and scrimmage for the football team. Stice said the event was appreciated but bittersweet.

"It's getting really old really fast."

Internal or External Message?



The Better Option...



1. An Effective Message Is ...

Credible to your
Audience

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Credible to your audience



- **Content** – what we say
- **Messenger** – who says it

1. An Effective Message Is ...

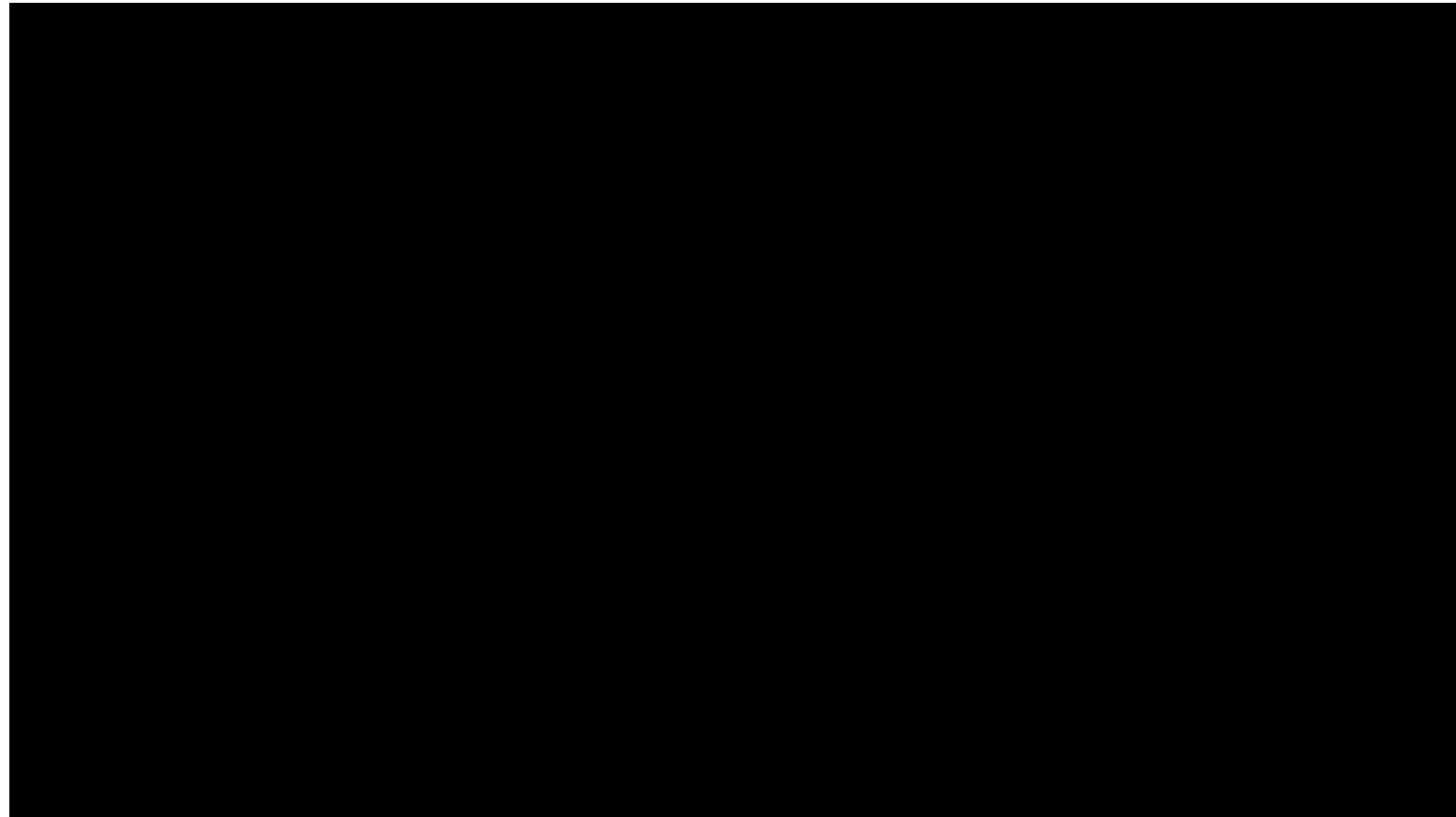
Credible to your audience

Content is important, but messenger matters, too.



1. An Effective Message Is ...

Credible because of its messengers



2. An Effective Message Is ...

Concise and Clear
(and free of jargon)

2. An Effective Message Is ...

Concise and **Clear** (and free of jargon)

*“We need to develop
alternative transportation
modalities.”*

...is concise, but not clear.

Phil Hayes
High School
Social Studies
Teacher
“No on SB5”
Campaign

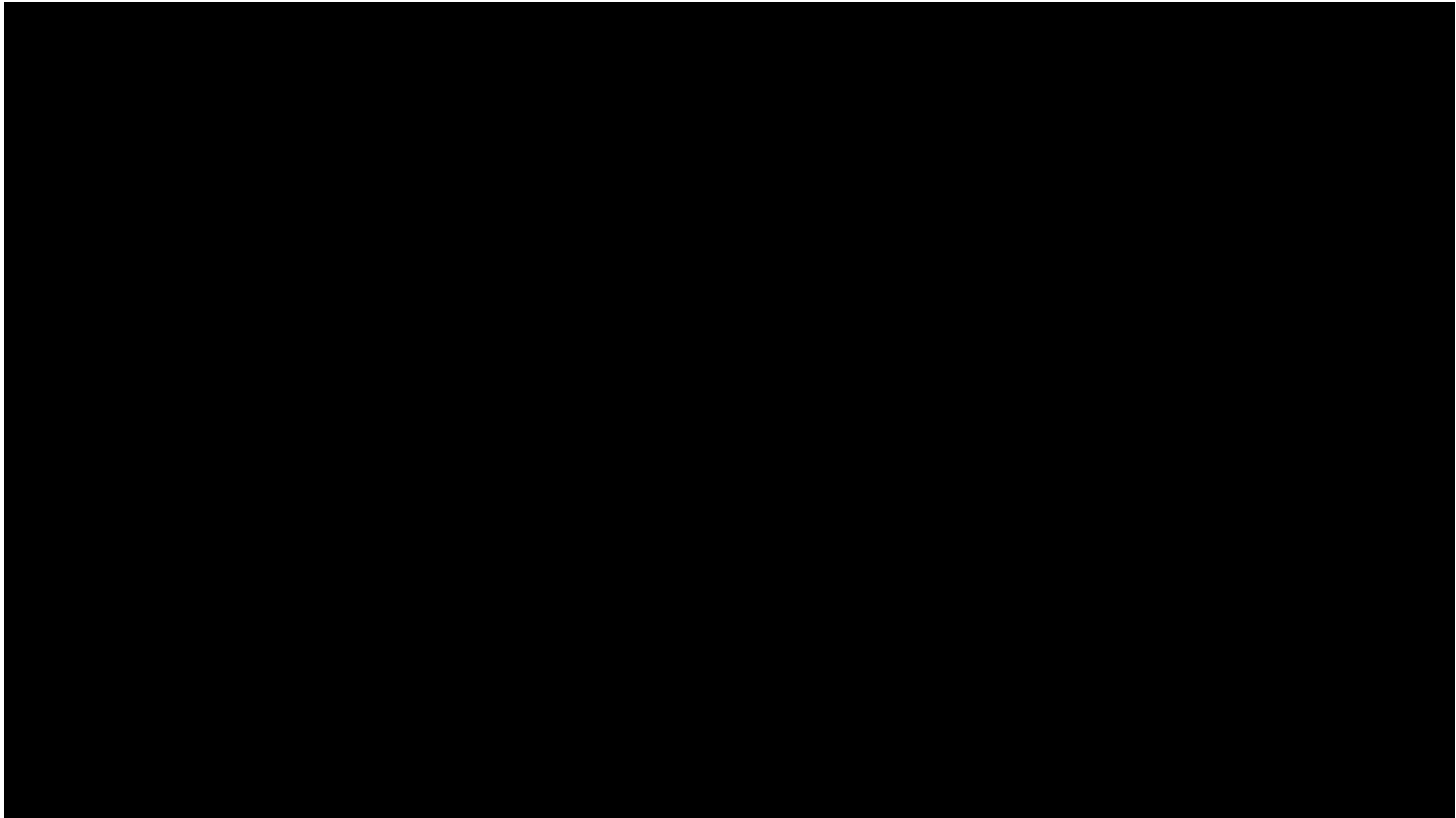


“As someone who set out to serve his students, I don’t work on Wall Street; I serve Main Street,” Mr. Hayes said. “I didn’t cause the economic and financial problems caused by Wall Street, but now public employees like me have to suffer the consequences. We don’t sell collateral debt obligations, but we do sell cookies to help keep our schools going.”

New York Times 10/16/11

2. An Effective Message Is ...

Concise and Clear (and free of jargon)



3. An Effective Message Is ...

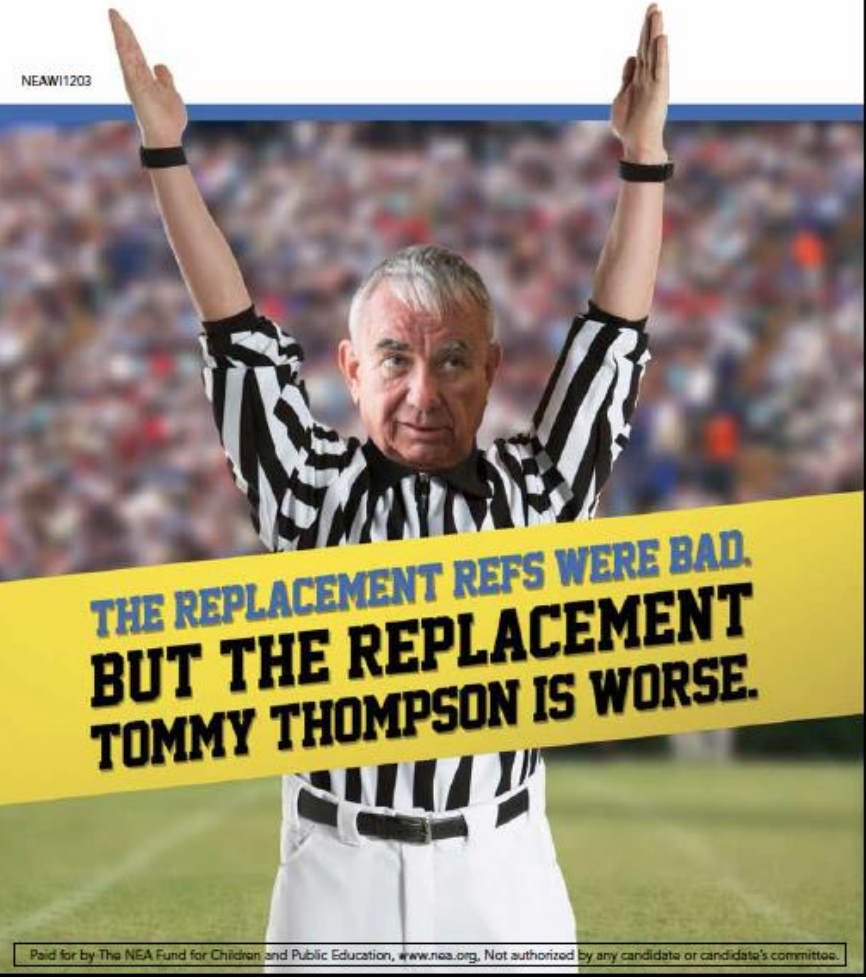
Relevant to your
Audience

3. An Effective Message Is ...

Relevant

NEA Fund for Children and Public Education
1201 16th Street NW
Washington, DC 20036

NEAW11203



**THE REPLACEMENT REFS WERE BAD.
BUT THE REPLACEMENT
TOMMY THOMPSON IS WORSE.**

Paid for by The NEA Fund for Children and Public Education, www.nea.org. Not authorized by any candidate or candidate's committee.

2006

TOMMY THOMPSON ISN'T WHO HE USED TO BE.

Now he's a Washington, DC influence peddler.¹

Tommy Thompson left Wisconsin a long time ago. Now he's a partner in one of Washington's biggest lobbying firms² – and he's hired to do the dirty work for health care and insurance companies.³

So it's no wonder Thompson recently bragged *"who better than me... to do away with Medicaid and Medicare."*⁴

Because nowadays Tommy Thompson is a hired gun, and he's aiming right at us.

CHECK THE FACTS: 1. PolitiFact Wisconsin, 8/12/12. 2. Associated Press, 8/14/07. 3. Milwaukee Journal Sentinel, 1/28/12; Thompson Personal Financial Disclosure, 1/27/12; Akin Gump, operators.org, accessed 3/15/12; Thompson Personal Financial Disclosure Form, 2007; Thompson Personal Financial Disclosure Form, 2012. 4. Thompson Speech, Oconomowoc, WI, 8/4/12 via YouTube.

2001

2005

2003

**Vote NO on Tommy Thompson.
He left Wisconsin a long time ago.**

4. An Effective Message Is ...

Compelling to your
Audience

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Compelling to your Audience



Glass - 2012

Joe Slade White
& Company

5. An Effective Message Is ...

Contrasting
(and offers a Choice)

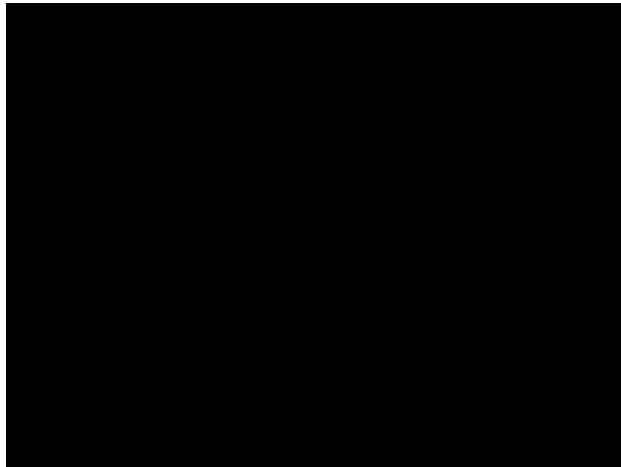
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Contrasting (and offers a **Choice**)

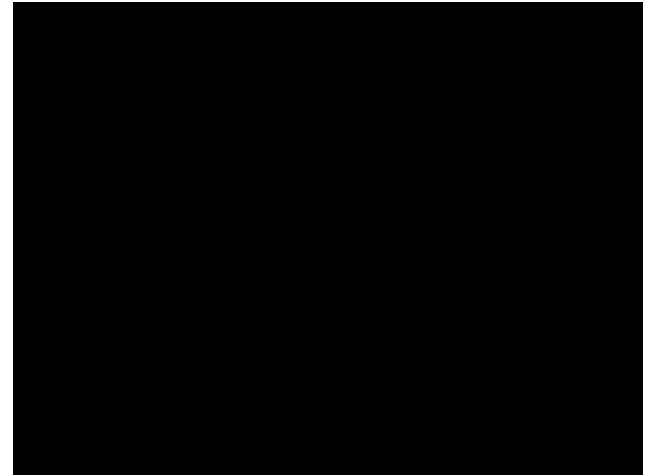
“I don’t represent the big oil companies, I don’t represent the big pharmaceutical companies, I don’t represent the Enrons of this world, but you know what, they already have great representation in Washington. It’s the rest of the people that need it.”

- Paul Wellstone
2002 campaign speech

Elections are Defining the Opponent:



Iowa 2010 + **gmmb**
cause the effect



Wisconsin 2010

Message Box

Us on Us

Them on Them

**What we are
saying
about ourselves**

**What they are
saying about
themselves**

**What we are
saying about
them**

**What they are
saying about us**

Us on Them

Them on Us

2012 Presidential Race

Obama and Obama

Romney on Romney

We have moved forward together, making the middle class stronger, and we can't afford to change course and go backwards.

Romney has the business experience to turn this country around and put more money in your pocket

They are out of touch, dividing this country and not fighting for the middle class. They got us into this mess in the first place. We can't go back.

Obama had his chance, four years of his big spending, high taxes, government, & Obamacare have made the country worse!

Obama on Romney

Romney on Obama

2012 Presidential Race

Obama and Obama

Obama Blasts Romney On '47 Percent'
In Final Question Of Town Hall Debate

more at c-span.org

October 16, 2012

TPM

Romney on Romney



Obama on Romney

Romney on Obama

Summary

Successful grassroots campaign message:

People feel that the campaign reflects their interests and values, and they take action based on that belief!

Wellstone