

Messaging Tactics for Today's Politics

September 18, 2018

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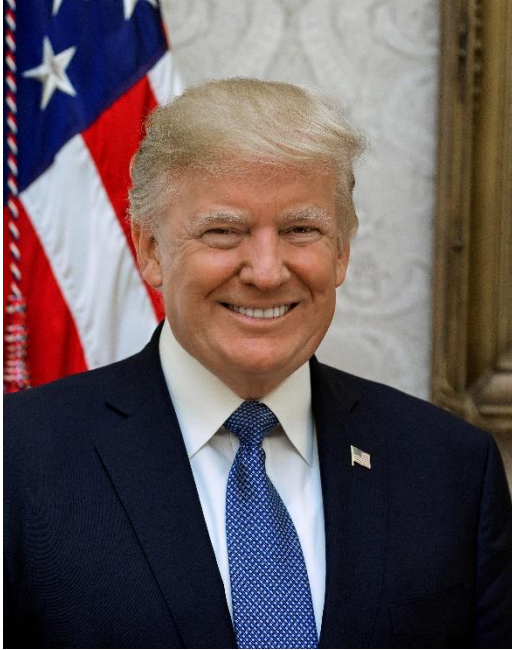
Communicating in a Challenging Environment

- Questions to ask

- Who is the target audience?
- When and where can we find that audience?
- What are we going to say and how will we say it?
- Do we need to do some education before we get to persuasion?
- How do we build a lasting campaign in the “one tweet changes everything” age?



Who Is Our Target Audience?



When and Where Can We Find Them?

- Are certain channels better at certain times?
- How do we use a person's daily rhythms for messaging purposes?
- Are there new communications channels to explore?



What Are We Going to Say?

- Do we need to educate before we can persuade?
- How do we frame the issue?
- What tone should we take?



How to Survive the News Cycle



Questions and Discussion

