



# Lake Associations: The Beginnings

A Basic Training for Lake Associations

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# AGENDA

- 9:00-9:20: Introductions
- 9:20-9:45: Crafting a Message
- 9:45-10:15: An open discussion on fundraising
- 10:15-10:30: Break
- 10:30-12:00: Melissa Scholz discusses lobbying, employment, tax issues, and your questions.

# Building a Message

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# It's all about the fundamentals

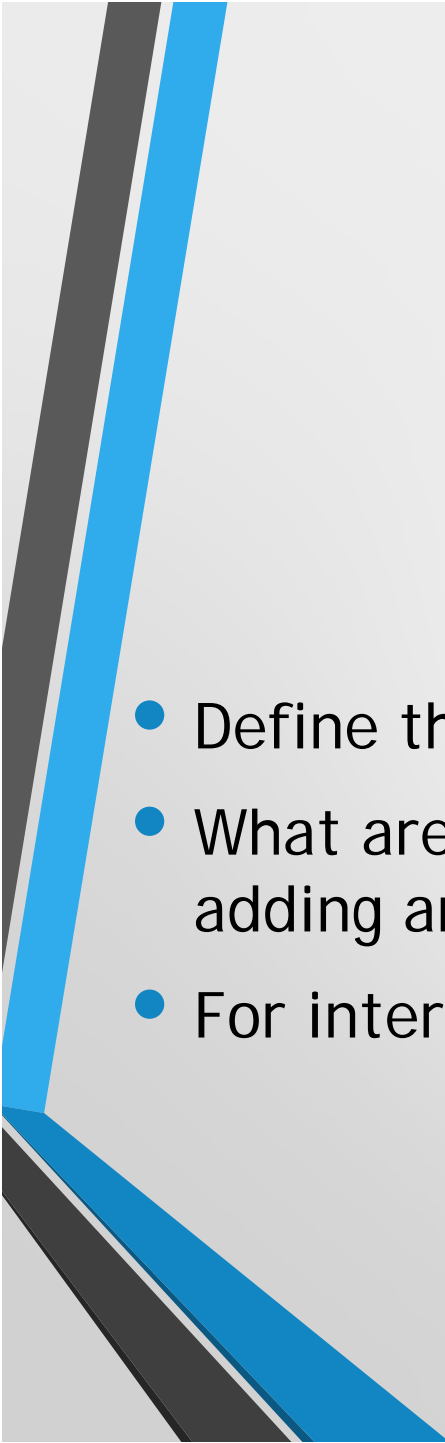
- Before writing or speaking, make sure you've worked on the fundamentals of developing your message.

**“Anybody can direct a picture once they know the fundamentals.”**

– Film director John Ford

# Seven steps to messaging heaven

- 1. Frame the message (What, generally?)
- 2. Set goals (Why?)
- 3. Determine the audience (Who?)
- 4. Determine the media being used (Where?)
- 5. Determine the timing (When?)
- 6. Determine the form of the message (How?)
- 7. Finally, create the message (What, specifically?)



## (1) What (in general): Framing the Issue

- Define the basic issue
- What are the raw facts to convey, prior to putting adding any messaging (i.e. spin)
- For internal consumption only

# Framing the Message

- Don't react immediately – find out more info
- Know your knowledge gaps
- Formulate the points you know you need to get across

## (2) Why? - Setting Goals

- What are the goals of this communication?
  - Advocating a particular policy?
  - Broadcasting information w/o expressing an opinion?
  - Marketing for the organization?
- What result are you looking for?
  - Citizens/members active advocating for a policy
  - Better informed audience
  - Contributions to your group



## (3) Who? - Determine the Audience

- Who is the intended recipient of the info
  - Public in general
  - Government
  - Members

## (4) Where? - Determine the Types of Media

- What media are you going to use
  - Different media will react to different messages
    - e.g. Statewide radio vs the local paper
  - Balance your needs with what you can do
    - If time, do different messages, but often must craft message for several different media types
  - Get to know your media contacts

## (5) When? - Timing the Message

- When is best time to put out the message?
  - What is too soon, too late?
  - What deadlines do the different media types have - local paper different than local TV
- How immediate is the need to get the message out?
  - If for an event, maybe plan a couple of releases highlighting different items
  - If for legislation, do you need to know the legislation before commenting?

## (6) How? – Determining the Form of the Message

- What's the best vehicle to deliver the message?
  - Press release
  - E-mail blast to members, also sent to media
  - Press conference
  - Personal phone call or visit

## (7) What (the specifics)

- Now you're ready to write the piece
- Things to consider:
  - Be concise
  - Assume audience knows nothing
  - Use quotes if possible
  - Be consistent across communications on the same issue
  - Say who you are!

# What about the Miles Davis reference?

- Miles Davis - one of the greatest jazz trumpeters and improvisers ever
- Used silence - often quite a bit - as a feature of his solos as much as notes
- In other words: He knew when not to say too much - a good lesson in communications!