

ROP CAUCUS: COMMS TRACK #3

STRATEGY LAB

Putting the Pieces Together:
Goals, Audience, Message, Tactics

GET YOUR G.A.M.E. ON

- **G**OALS: Outcomes you intend to achieve. Tactics are specific actions and measurable steps that you need to take to achieve a goals. Your goal should be ambitious but attainable, strategic, measurable, realistic, equitable (seek to address systemic injustice, inequity or oppression).
- **A**UDIENCE: Who must you reach, who has the power to help you attain your goal?
- **M**ESSAGE: VPSA
- **E**XECUTION: Tactics

GOAL EXAMPLE: SANCTUARY PROMISE ACT

NO GOVERNMENT OR LAW ENFORCEMENT AGENCY CAN ASSIST FEDERAL IMMIGRATION ENFORCEMENT WITHOUT A WARRANT FROM A JUDGE.

- Ensure compliance.
- Meet with local law enforcement to ask questions and gather evidence.
- Why important now? Timeline.
- Establish/deeper relationships with local law enforcement.
- Identify and share possible compliance models that work (good news story!) with neighboring communities.
- Shape OR public opinion about immigration and sanctuary, promote ROP values.

AUDIENCES

- Select and prioritize your target audiences (include key decision makers, influencers, gate keepers, media, lawmakers, etc.). Tier 1, 2 or 3 audiences.
- Never “general public.”
- Who has the power and how do you gain it to attain your goal?

DEEP DIVE COMMS LAB

- Breakout into groups and decide on a local issue.
- Identify at least 1 goal.
- Identify at least 3 priority audiences.
- Gut check: Does your VPSA really speak to those audiences?
- Identify at least 3 compelling messengers.
- **Group Reflection and Share:**
 - Are your goals ambitious but attainable, strategic, measurable, realistic, equitable?
 - What would you revise or refine?
 - What came up for you in this process?

THE MESSENGER

- Trustworthy, identifiable, of the community,
- Teachers, people of faith/clergy, community stewards, local/state elected officials.
Other?
- Law enforcement in compliance and willing to share/lead.
- Convincing/persuasive and believable; compelling.
- A person directly affected by the issue (“truth-talker” authentic voice)
- Other factors: good under pressure, telegenic/radio-genic.
- **ASSIGNMENT: Identify at least three persuasive messengers for your issue that you messaged, not including yourself or someone from your agency.**

SPOKESPERSON SKILLS: DURING THE INTERVIEW

- Refrain from answering questions you aren't in a position to answer.
- Take your time responding. Speak slow!
- 100% eye contact with your interviewer.
- Gently correct misinformation.
- Speak in headlines/soundbites, delivering your key message's main points.
- Use personal stories to illustrate a point.
- Don't get stuck on a question; pivot to your message or answer the question you want to be asked.
- Never repeat reporter's negative statements or questions, especially on camera.
- Avoid jargon.
- Don't show anger (unless it's righteous). Stay polite, calm, persuasive, in control.
- Stick to the facts, never lie.
- Know when to stop talking (silence is your friend).

SPOKESPERSON SKILLS: BODY AND VOICE

- Speak slower than you think you need to speak.
- Voice: Louder, slower, with more intonation.
- Smile
- Use your gestures mindfully and with control. Use your hands, move your head.
- Don't lean back. Sit at edge of your seat and lean in (especially zoom interviews).
- Clothes: You have control of your image!