

Exercise: Developing an Effective Message

Length: 1:00

Background

You are part of the Illinois Healthy Futures Coalition, a statewide organizing campaign comprised of organizations invested in chemical policy reform. In 2009, one of your top priorities is to help pass the Kids Safe Chemical Act (HR 6100/S 3040). KSCA seeks to protect our most vulnerable populations from harmful chemicals and improve the EPA's ability to safeguard public health and the environment. More complete background on the bill is attached.

As part of this campaign you will be creating two 30-second recordings:

- The first is a Public Service Announcement that will run on three mainstream commercial radio stations with heavy suburban listenership. The purpose of this recording is to educate the public on the issue and build consensus that legislative change is needed. This is part of your effort to change the “issue environment” and to raise the profile of the issue. This is an “external” message.
- The second recording will be used as part of an internal organizing program and will be heard via the web and through pre-recorded phone calls to members of organizations in the coalition. This ad should motivate members to contact their local Congressperson and urge them to support KSCA. This is an “internal” message.

Task

Working in groups of 7-8, you will be responsible for writing and performing one of these two recordings. Your entire team will participate in the message development and script writing, though not everyone needs to participate in performing them. You will need to determine what “voices” (or other effects) you need. You should be as creative as you can be, while staying on message.

- You will be given **25 minutes** to develop your message (remember that it has to be ***credible, concise, relevant and compelling*** to your targeted audience), determine who the ***best messenger(s)*** would be and to write the script.
- You will perform your recordings live for the entire group and be given feedback on the effectiveness of your message for its intended audience. Keep in mind the difference between “internal” and “external” messages.
- The recordings will be done on one read through (no retakes) – so make sure you know who is doing what part and that you practice before performing.