



EFFECTIVE MESSAGING

“Saying What You Mean” – How to Engage Your Public

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a division of The One Elizabeth Group



TOP OF MIND CONCERNS:

- Global Warming
- Clean Air, Clean Water
- Accessible Healthcare
- Affordable Housing
- Traffic Congestion
- Growth & Development
- Quality Schools & Education

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CREDIBLE MESSENGERS:

Will depend on your region and issue. However, in general, the following messengers enjoy unique credibility among average citizens:

- Firefighters, Nurses, Paramedics and Doctors
- Classroom Teachers
- Conservationists
- American Lung Association, League of Women Voters
- Faith Leaders

Identifying "convert messengers" is an important part of any communications strategy



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WHEN FRAMING YOUR MESSAGE WITHIN AN ELECTION CONTEXT:

Remember:

- The attention span of your audience is short.
- Voters vote NO when confused.
- Clarity, Simplicity and Repetition of your Message, is key.
- Broad-based Support and Credible Messengers are a Must.



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WHICH MESSAGE is MORE EFFECTIVE?

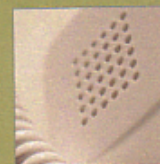
**We should not develop
in the following areas.**

OR

**We should target growth
to the following areas.**

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WHICH MESSAGE is MORE EFFECTIVE?

**Protects our County against
poorly planned growth.**

OR

**Protects our quality of life and
natural resources for future
generations.**

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WHICH MESSAGE is MORE EFFECTIVE?

A new Open Space District is legally prohibited from forcing property owners to sell land against their will.

OR

As one of the few counties without an Open Space District, we have less money to spend on parks than other regions. A new District will improve our ability to obtain millions in federal and state funding, that we don't currently receive.

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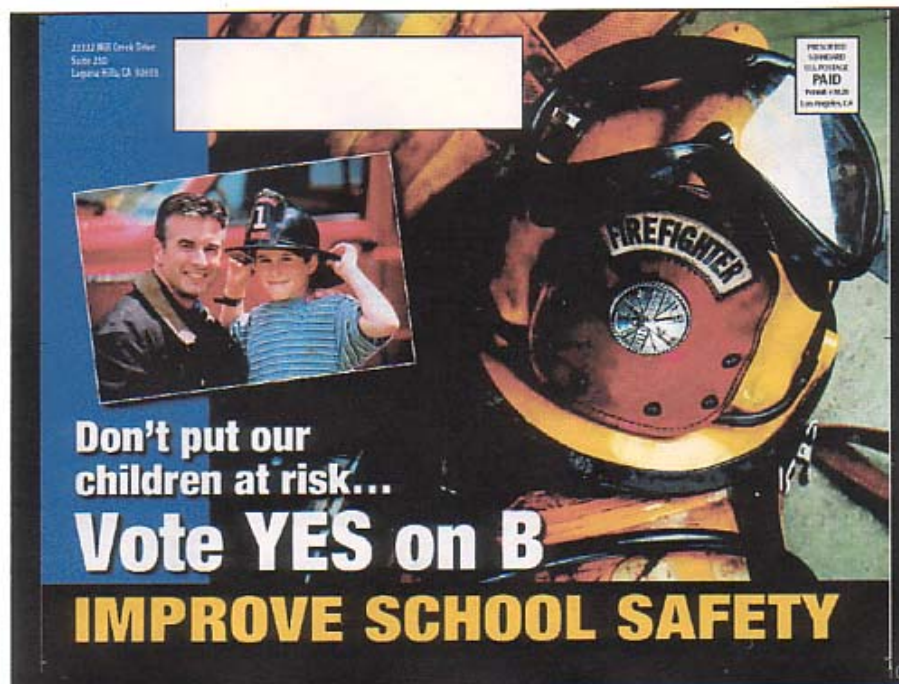


GROUP EXERCISE


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**Yes
on C**



Yes! Because on June 12, 1
Tulsa County voters
will vote on Proposition




THE STATE OF
OKLAHOMA
BY AND FOR THE
PEOPLE
OKLAHOMA
SCHOOL BOARD

**When our high
schools were built,
computers
were
just
a dream.**

For 1995
RCA's 7000 Series
5.1 Surround Sound System
RCA's 7000 Series, CA 7000

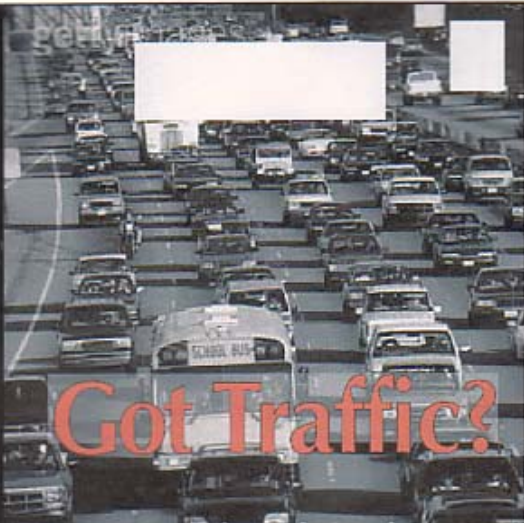
7000 Series
5.1 Surround Sound System
RCA's 7000 Series, CA 7000

When R. Roger Rowe School was built in 1955,



this is what
modern technology
looked like...

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Got Traffic?

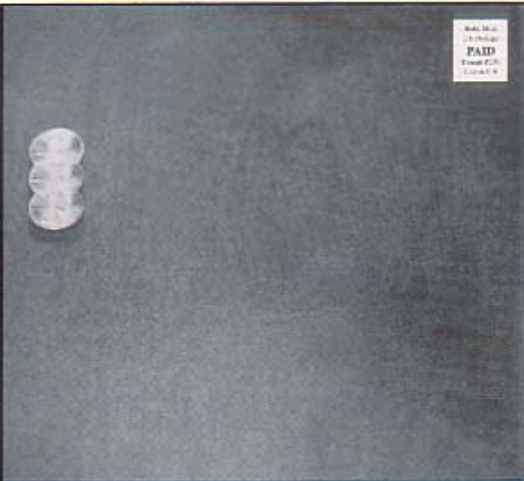
Do something about it!

YES on PROP A

Protects Air Quality • Manages Growth

ENDORSED
by American Lung
Association

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Ballot Mail
2008 Primary
PAID
Electorate Only
10/20/08

"What does Measure A cost?
Just THREE CENTS for every ten dollars of sales.
Vote YES on Measure A. It's a small price to pay to
improve Clovis public safety."

*Judy Hida
Clovis Police Chaplain*

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8100 Clinton Street, Suite A
La Mesa, California 92040



AN URGENT MESSAGE FROM LA MESA VETERANS

"We know what it's like to put our lives on the line to serve our country. That's what La Mesa's firefighters and police officers do every day. Join us in supporting them."

• Retired City Sergeant **Bob Truitt**, WWII Veteran, 87th
• Mayor **Art Madrid**, Korean War Veteran
• City Councilman **Dean Allen**, 87th Airborne Veteran
• **Bob Duggan**, Vietnam War Veteran
• **Frank Pedersen**, Vietnam War Veteran



VOTE YES ON D

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Measure M gives Manteca residents local control. Every penny must be spent to improve your police and fire services. Independent financial audits are required by law.



Measure M is a half-cent sales tax increase. All funding will be deposited into a Restricted Public Safety Trust fund to improve 9-1-1 and other services.



Sales tax is **NOT** applied to food purchased as groceries, rent, mortgage or utilities.



Sales tax is **NOT** applied to prescription medicine or personal services.



Out-of-town shoppers that come to Manteca help pay the cost.

Manteca Police Officers Association • Manteca Fire Fighters Local 1874 • Manteca Police Employees Association • Manteca Chamber of Commerce • Manteca Convention & Visitors Bureau • Police Officers Research Association of California - Valley Chapter • Building Industry Political Action Committee

Join us in Voting YES on M

Ballot for by Nov 04 PM 12:01:28 PM

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