

Ready to Lead in Literacy
Web Seminar #1: Communicating the Value of RTLL:
Effective Internal & External Messages

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Thursday, March 15, 2007

Assignment: Create a message strategy

Set Up:

Select someone whose support is a key to the sustainable success of your early childhood literacy program to be the target of a message. It might be your GM, Development Director, other station colleague, or potential funder or partner who can provide the needed support. Follow the three-part directions below to build a message strategy keeping in mind the information from the seminar. Remember – your goal is to create an effective message that will get your target to take action. Think about what you want your target to do and don't forget to ask!

Part 1: Before you conduct research with your audience, answer the following questions:

Why should your audience support your work?

What benefits does your work offer to your station? Outside funders or partners?

What adjectives would you use to describe your work?

_____	_____
_____	_____
_____	_____
_____	_____

What do you want your audience to do to support your work?

Part 2: Audience-Based Communication Questions

Take a few minutes to interview your target. Find out:

What makes him/her happy with regards to his/her job?

What does he/she care about?

What does he/she worry about on a day-to-day basis?

What is he/she trying to achieve in his/her professional life?

Who does he/she turn to for help?

Based on what you've learned, paint a vivid portrait of who he/she is:

What action do we want your target to take as a direct result of exposure to the message? What current behavior will that action replace?

What will your target find most appealing and motivating about taking the desired action? What is in it for them?

When, where and under what circumstances will your target be most open to hearing your message?

What is your target's current image of the program? Use adjectives.

_____	_____
_____	_____
_____	_____
_____	_____

What does the image need to be? Use adjectives.

_____	_____
_____	_____
_____	_____
_____	_____

What is the support? What do we say to make the reward/promise believable?

Part 3: Message Strategy (fill in the blanks to create your message strategy; this is your target speaking)

When I _____,
Instead of _____,
I will _____,
because _____.