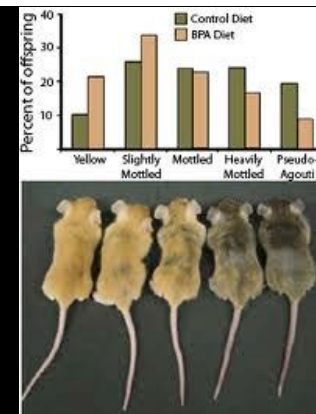
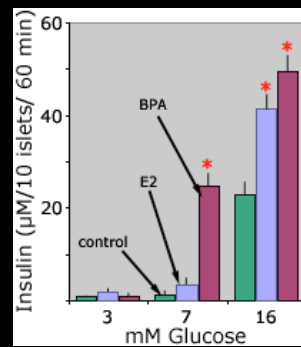
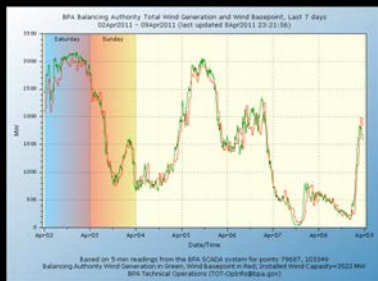


## Framing Your Message

The Worst Climate Message Ever?

The Story of  
Bisphenol A (BPA)  
vs  
Children





Now they  
want to  
take my  
children's  
toys away!!!

Government  
taking away  
your rights/  
freedom to  
parent



Both sides defined the  
message in their own  
terms

**Guess who won?**

Did The Environmentalists  
Learn?

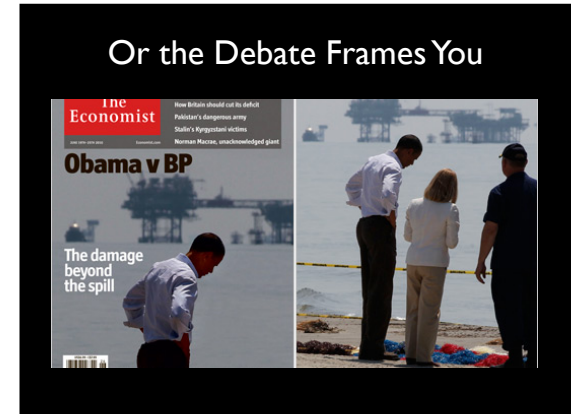
Corporations  
taking away  
your right and  
freedom to  
protect your  
child



**Los Angeles Times**

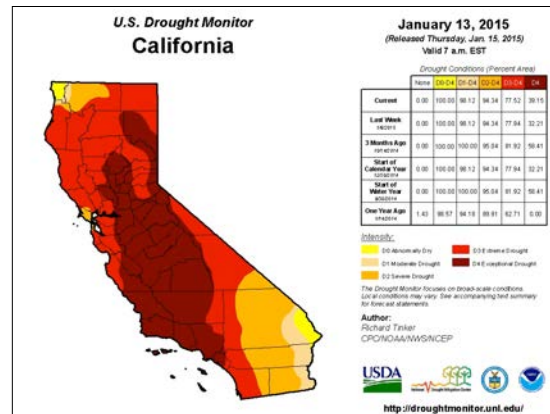
California Governor Jerry  
Brown signed the Toxin-  
Free Infants and Toddlers  
Act into law on October 4<sup>th</sup>  
2011

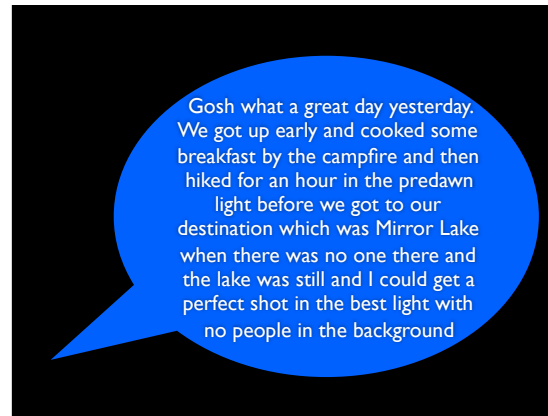
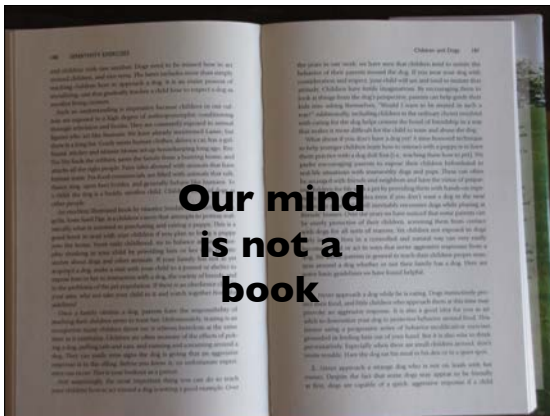
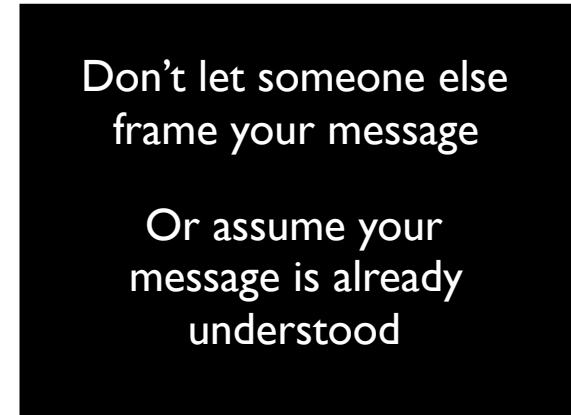
Facts must be framed in terms of  
their personal importance

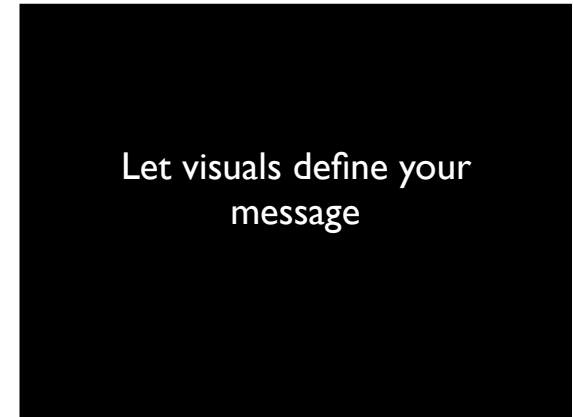


Don't let someone else  
frame your message

Or assume your  
message is already  
understood









Southern California Water



## The Ugly

CA Highway



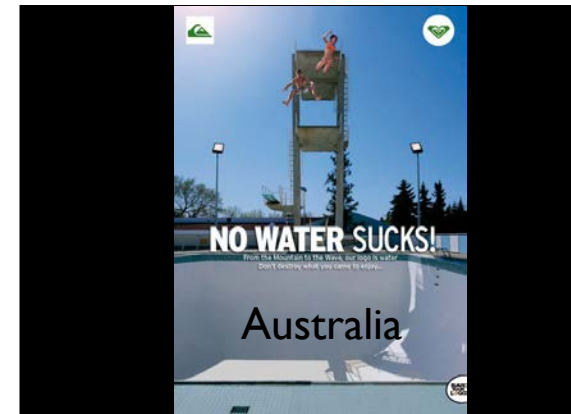
## The Good

Texas



NO WATER SUCKS!

Australia





Know  
your  
audience



Rule of  
Reciprocity



Your message must be matched to  
your audience's values/morals

= IDENTITY

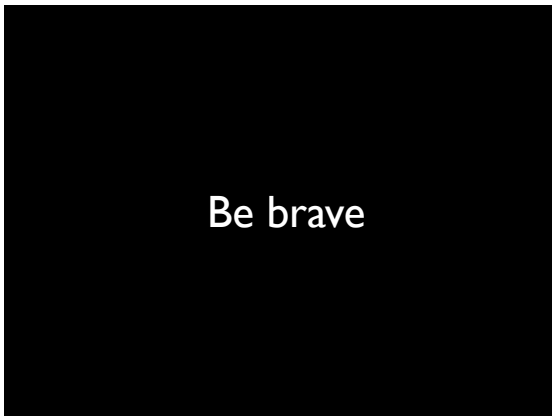
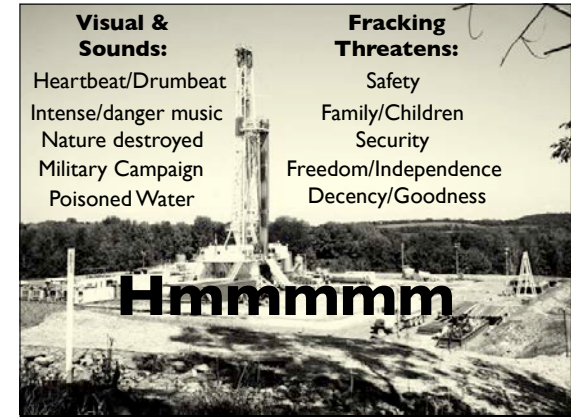
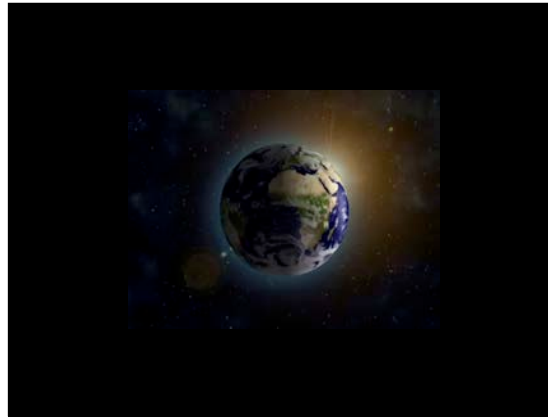
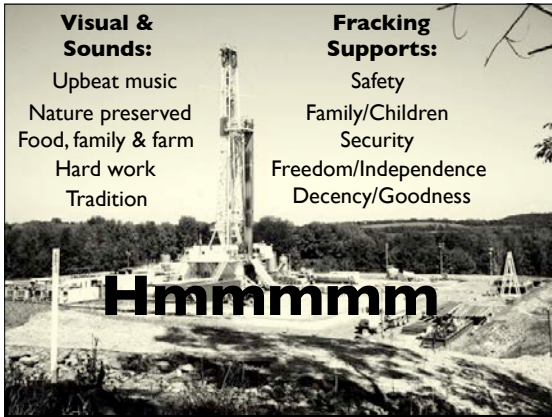
## Values

Loyalty		Respect
Freedom	Self-reliance	Individualism
Fairness	Safety	Community
Children	Happiness	Family
Patriotism	Goodness	Independence
Faith	Discipline	Opportunity
	Love	

Frame with  
visual values  
that tell your  
story

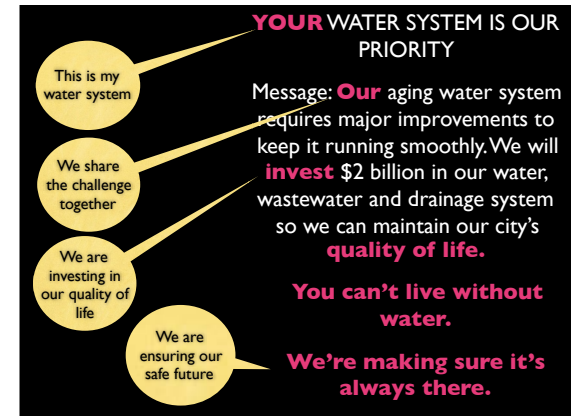
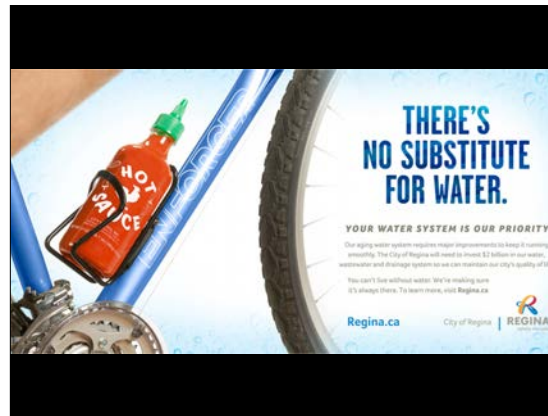
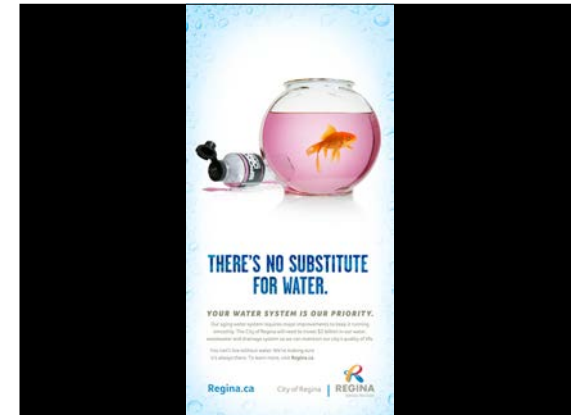


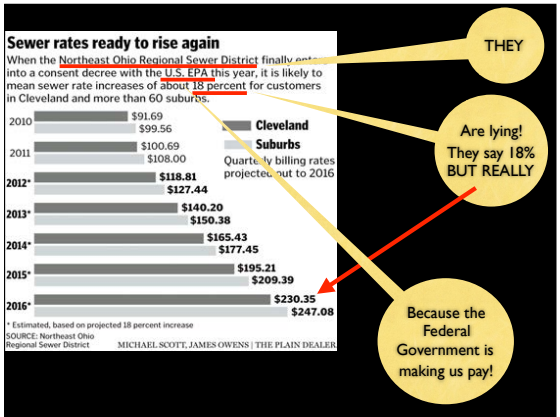




# How Do You Structure Your Message?

## A Tale of Two Messages



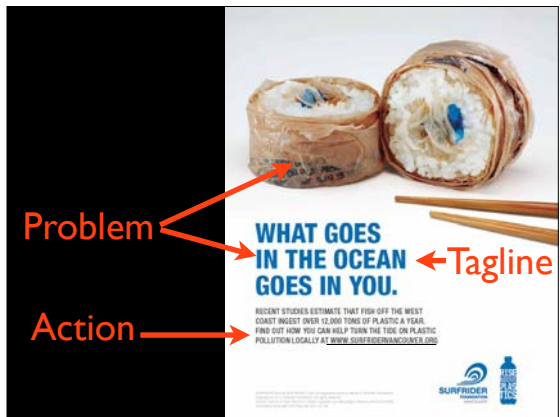
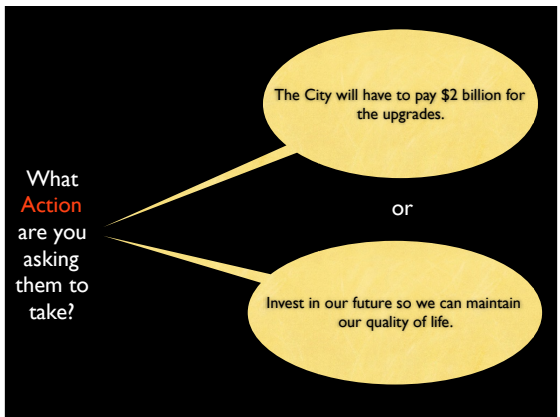
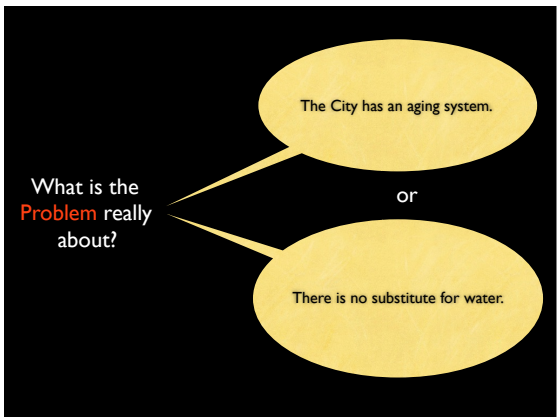
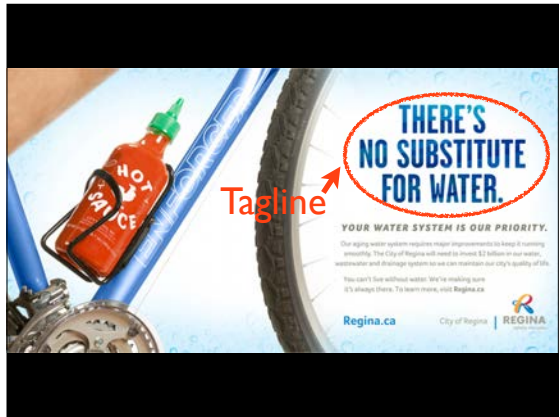


3 STEPS

PROBLEM

ACTION

TAGLINE



People act based on  
their values & morals

**AND FINALLY**

REPEAT  
REPEAT  
REPEAT  
REPEAT  
REPEAT  
REPEAT  
REPEAT  
REPEAT  
REPEAT

Surfrider

Foundation

YOU ARE WHAT YOU EAT.  
YOU ARE **TRASH**.

WHAT DOES IN THE OCEAN DOES IN YOU

Catch of the Day Campaign



South Padre Island, TX

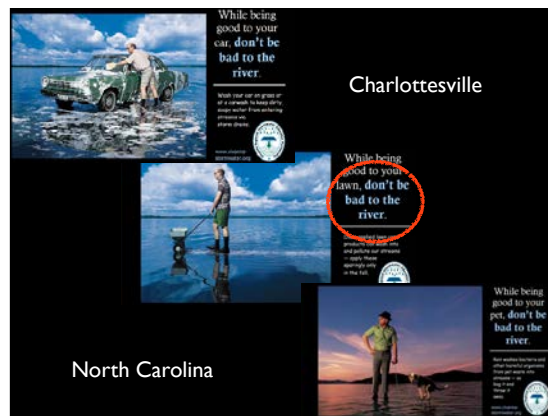
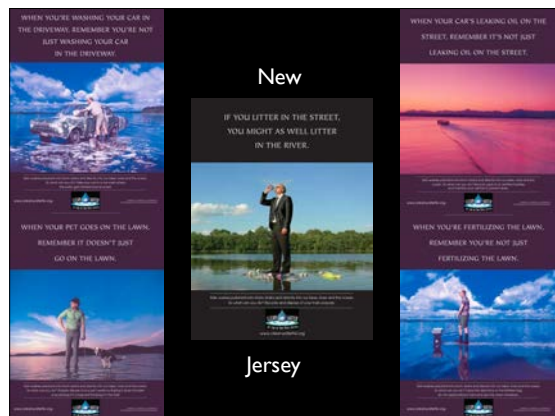
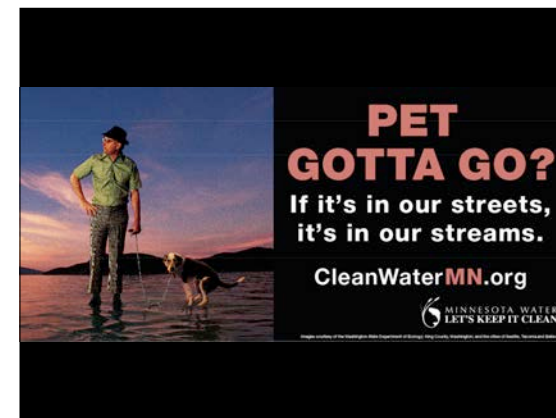
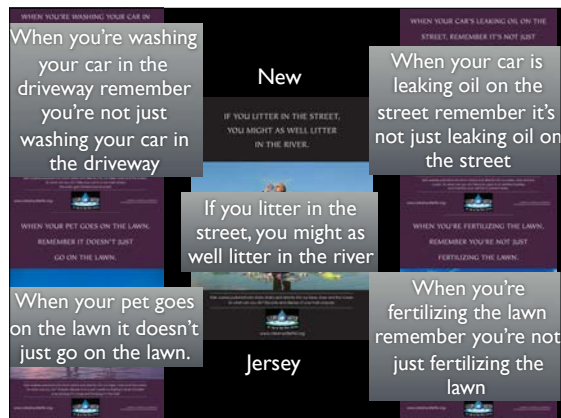
Galveston Beach, TX



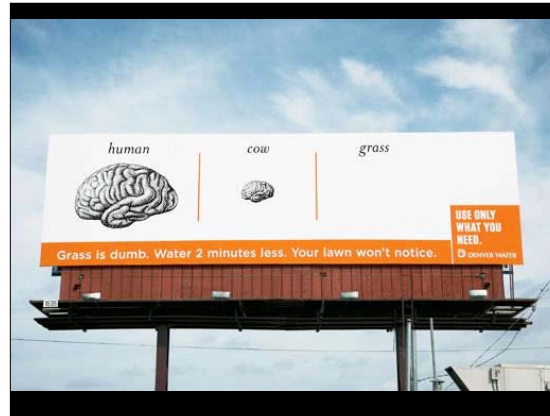
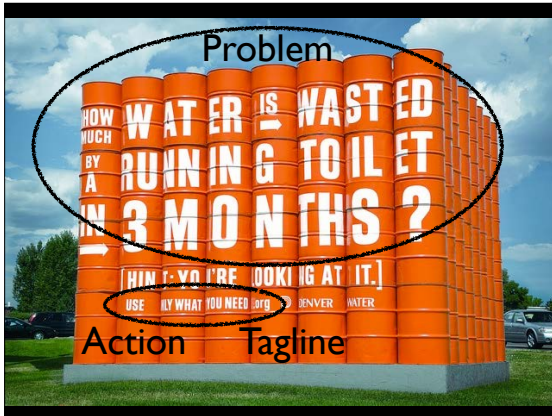
Newport Beach, CA













What's the problem?

Dog poop in the water

What's the action?

Bag it up

What's the tagline?

Bag it up

Time to Work

### Sewer rates ready to rise again

When the Northeast Ohio Regional Sewer District finally enters into a consent decree with the U.S. EPA this year, it is likely to mean sewer rate increases of about 18 percent for customers in Cleveland and more than 60 suburbs.



SOURCE: Northeast Ohio Regional Sewer District  
MICHAEL SCOTT, JAMES OWENS | THE PLAIN DEALER

### Problem-Action Exercise: Give Cleveland a Better Message

#### Northeast Ohio Sewer District

#### Problem/Tagline

Sewer rates ready to rise again!

#### Action/Tagline

Pay more than double your current rate by 2016.

#### Visuals & Messaging

Cleveland Plain Dealer Bar chart  
Music?  
Pictures?  
Video?  
Values?

#### Your Task: Northeast Ohio Sewer District Marketing Campaign

#### Bigger Picture

#### Problem/Tagline?

(Examples)

- There's no substitute for water
- No water sucks
- What goes in the ocean goes in you

#### Better Action/Tagline?

(Examples)

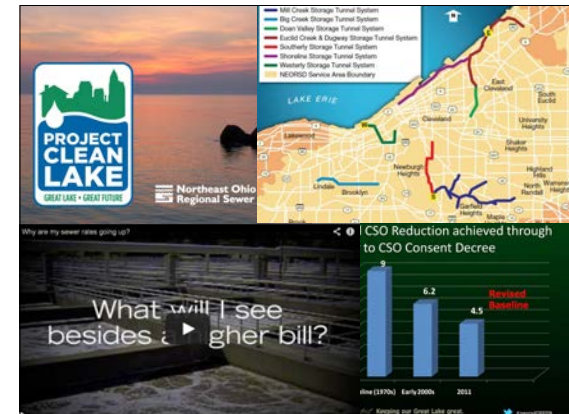
- Use only what you need
- Invest in our quality of life
- A vote against the library is like a vote to burn books

#### Visuals & Messaging

- What pictures will you use?
- What music?
- What video?
- What values are you emphasizing?

VALUES: Loyalty, Respect, Freedom, Self-Reliance, Individualism, Community, Safety, Fairness, Happiness, Family, Independence, Goodness, Decency, Opportunity, Patriotism, Discipline, Faith

But what happened to Cleveland?



The suburbs sued

District locked into years of  
litigation

Moved forward with rate increase and  
marketing campaign in 2015

Criticized for a \$4.6 million “outreach”  
budget including:



SEWER  
THE FORCE MAIN AWAKENS  
WARS

Evaluations



Sarah Diefendorf

My Email:  
[sdief@efcwest.net](mailto:sdief@efcwest.net)