

# MESSAGING GUIDE

(Excerpted from a Queer Nation Media & PR Workshop Handout)

## REMEMBER: GOAL. TARGET. DEMAND.

What to decide (in this order):

1. What do we want or need? [GOAL]
2. Who or what can give it to us? [TARGET]
3. What are we asking for? [DEMAND]
4. How can we get it? [STRATEGY]
5. What do we want to accomplish? [RESULTS]
6. Who do we want to hear our demands? [LOCATION]
7. What's the best way to get our message across? [TACTICS]

Think about low-effort, high-return actions.

### **WHY DIRECT ACTION?**

Direct action is effective if you do it right.

### **What's the goal of direct action?**

- a. Direct action is not just political theater
- b. Social change, not media coverage.
  - i. An action can be effective without ever being mentioned in the press.
  - ii. An action with a lot of press coverage can be completely ineffective.
- c. What change are we trying to catalyze?
- d. What kind of social justice are we trying to further?

Shaping the messaging:

- Agree on the core message.
- Develop chants (if a demo)
- Decide on a hashtag
- Create a memorable slogan – mission statement for demo.
- Choose a media person
- Designate a police liaison
- Frame the issue
- Cite powerful (and accurate) statistics.

Fact sheet:

A fact sheet is not a manifesto, it is for passersby.

- One page
- Neutral language
- Well-written (no typos)
- Informative
- Statistics
- Jargon-free
- Easily digestible
- Well-designed = easy to read
- Branded
- Contact info