



THE RIGHT MESSAGE

Communicating Clean Water



Audience

Language

Messenger

AUDIENCE

Who are you trying to reach?

Who is your target?

Ex: Elected official who is up for re-election next year.

Who do they care about/want to hear from?

Ex: Their constituents.

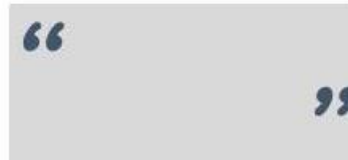
Everyone should

DIVE DEEPER! What sub-group of that audience can we motivate around our issue? **care about this!**

Ex: Women who live within 10 miles of the river who enjoy taking their children outside.

AUDIENCE

Name:



Demographics & Background:

Age:

Gender:

Location:

Occupation:

Income:

Status:

Family:

Goals:

-
-
-

Hobbies & Interest:

Hobbies:

Interests:

Challenges & Pain Points:

Challenges:

Pain points:

Brands:

-
-
-

Sources of Information

Websites/Blogs:

Social Media Platforms:

Books /Magazines:

Gurus :

Other:

Our Solution:



OUR WATER IS FOR
Swimming



ChooseCleanWater
COALITION

#OurWaterMd | choosecleanwater.org/stop-fracking



OUR WATER IS FOR

fishing



Choose Clean Water
COALITION

#OurWaterMd | choosecleanwater.org/stop-fracking

LANGUAGE

BMPs

Water

stormwater

Implementation

Impervious

Plans

Et

Surface



LANGUAGE

When explaining an environmental issue...

- Nature protection
- Pollution control
- Enough clean water
- Wildlife conservation

When addressing the “so what” question...

- Future Generations
- Healthy
- Family & Children
- Safe
- Trends

When encouraging somebody to do something...

- Make a Difference
- Doing my/your/their part
- It affects you
- What you can do
- Working together
- Save Money

When asking somebody to take your side...

- Accountability
- Corporations (evokes negative feelings)/Businesses (evokes positive feelings)
- Choice
- Fair
- Balance
- Planning Ahead
- Responsible
- Freedom
- Investment
- Law

MESSAGING DIAL TESTING

People listened to a recording of a message.

While they listened they moved their cursor to indicate positive or negative reactions.



46%

As you listen to the audio, use the slider to show how you feel about what you're hearing, where 0 is very cool, negative feelings and you strongly disagree with what you are hearing and 100 is very warm, positive feelings and you strongly agree with what you are hearing. 50 is neutral. Your slider starts at 50. Again, we want you constantly to use your slider to show how cool or warm you're feeling toward the statement you're hearing.

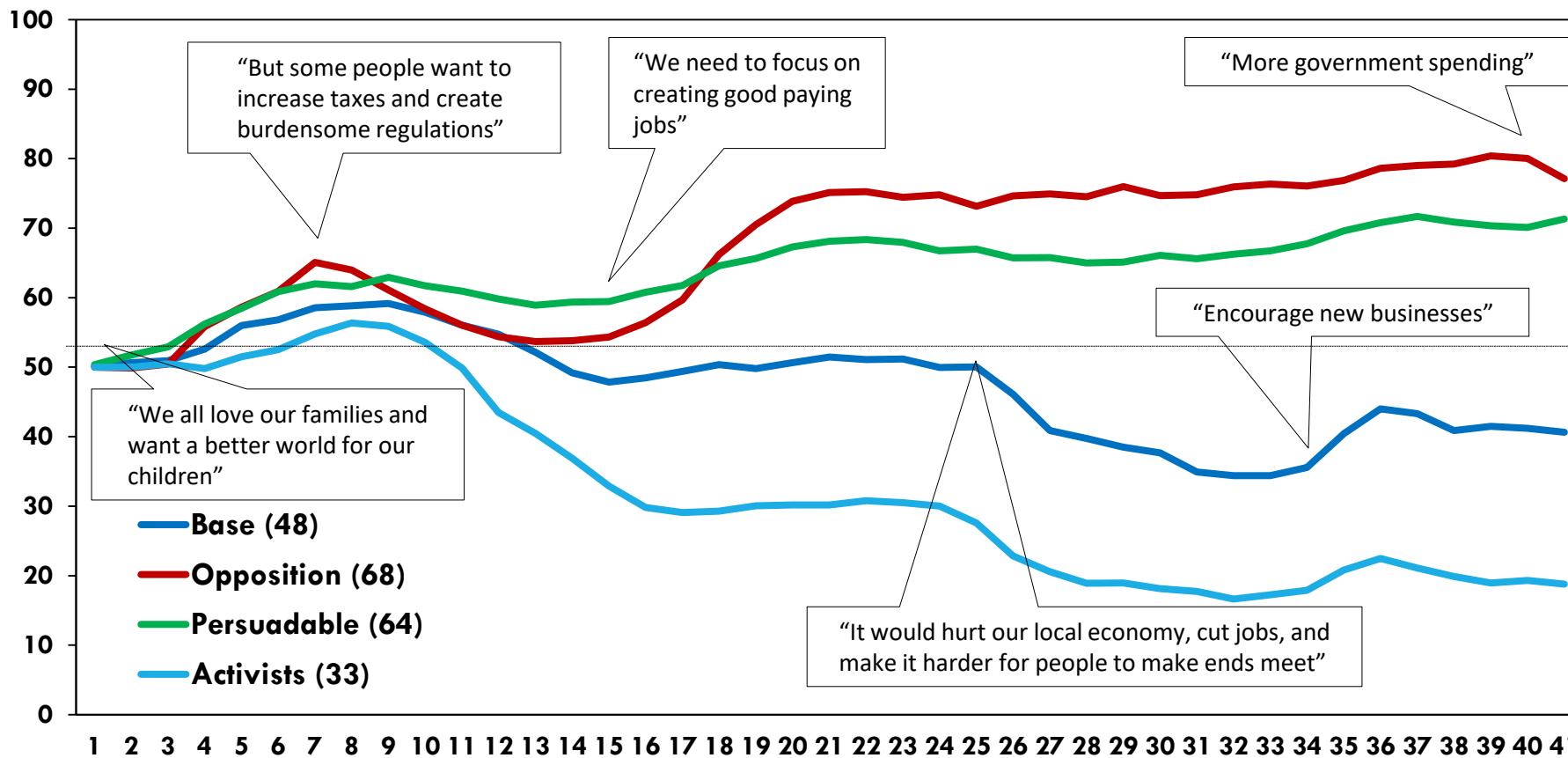
0 Cool, Unfavorable (Disagree with what you're hearing) 70 100 Warm, Favorable (Agree with what you're hearing)

Continue >



OPPOSITION

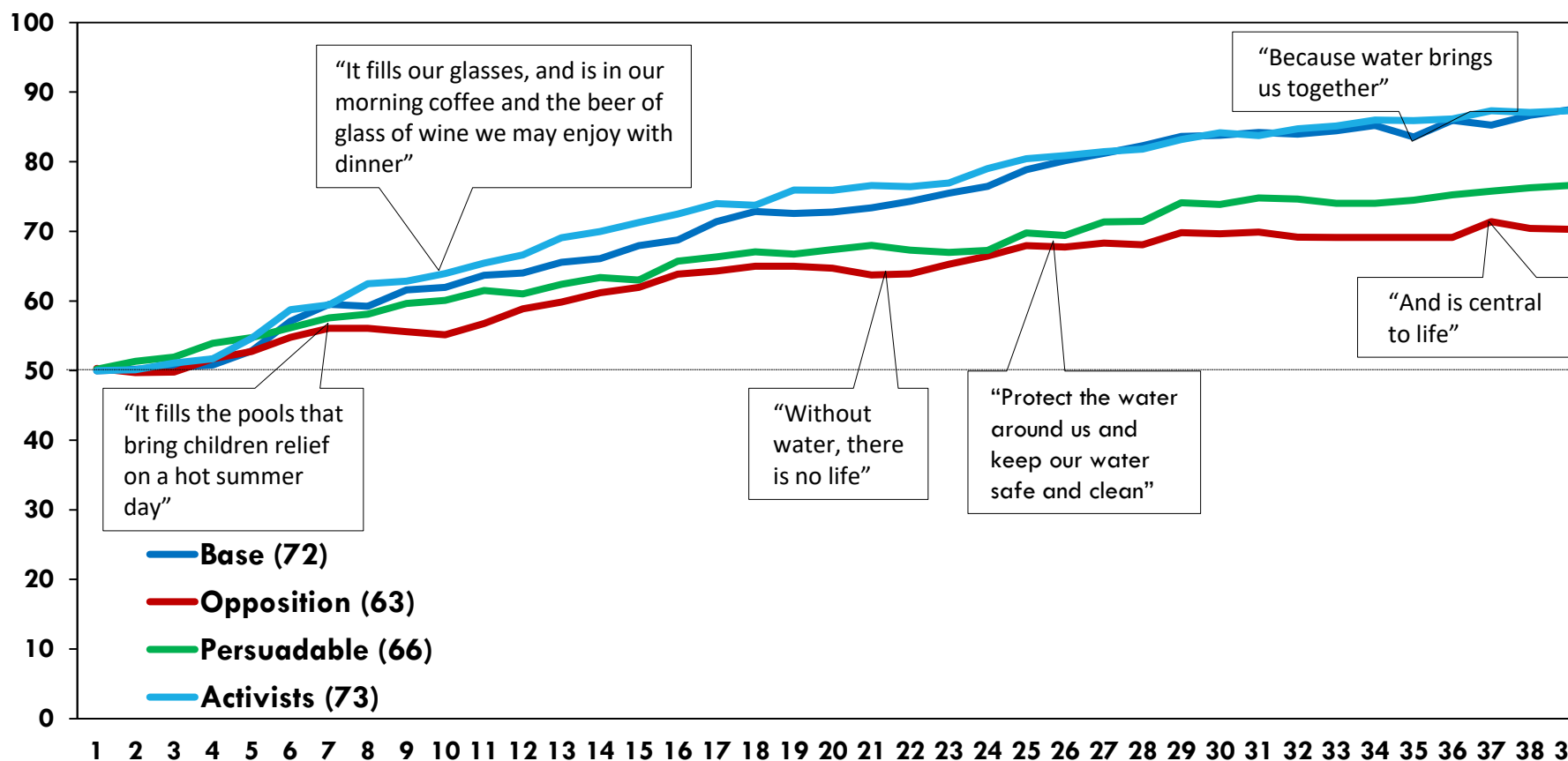
We all love our families and want a better world for our children. But some people want to increase taxes and create burdensome regulations around water that will hurt middle class families and their children. We need to focus on creating good paying jobs, attracting new businesses, and growing our economy. Raising taxes right now for government water projects would set us back. It would hurt our local economy, cut jobs, and make it harder for people to make ends meet. We need to create jobs and encourage new businesses, not raise taxes on hard working families to pay for more government spending.





WATER AS HUMAN EXPERIENCE

Every day, water connects each of us to others in our lives. It fills the pools that bring children relief on a hot summer day. It runs through the rivers people enjoy by fishing or boating. It fills our glasses, and is in our morning coffee, and the beer or glass of wine we may enjoy with dinner. Without water there is no life. We must protect the water around us and keep our water safe and clean, which means building projects that restore and protect our local rivers and streams, because water brings us together and is central to life.



LANGUAGE

WORDS TO USE, WORDS TO LOSE

Say	Instead of	Notes
“Prevent” pollution	“Reduce” pollution	Prevent generates more urgency and provides greater space for solutions.
“Restore and protect”	“Protect” by itself	Additional solution frame which resonates with persuadables and alienates opponents.
“Set aside money”	“Dedicated fund”	Tax sensitive adults see little difference, but set-aside is stronger language for those who are NOT tax sensitive.
“The water we drink”	“Drinking water”	Both are strong, but “the water we drink” stronger with our base.
Water is essential for our <u>health</u>	Water is essential for our <u>economy</u>	Health is a stronger values orientation. Linking to the economy risks priming economic cross-pressures.
Solutions	Problems	People are very solutions-oriented, and focusing on solutions helps to alienate opposition.
“Everyone needs to take steps to reduce pollution”	“Others are not doing enough”	We are stronger when positive, collective, and not accusatory.

MESSENGER

Some people propose passing federal legislation that requires energy companies to use an emissions trading system to reduce CO2 output. Do you support or oppose this proposal?

% of Republicans supporting: 52

Republicans in Congress propose passing federal legislation that requires energy companies to use an emissions trading system to reduce CO2 output. Do you support or oppose this proposal?

% of Republicans supporting: 75%

Democrats in Congress propose passing federal legislation that requires energy companies to use an emissions trading system to reduce CO2 output. Do you support or oppose this proposal?

% of Republicans supporting: 43%

President Donald Trump proposes passing federal legislation that requires energy companies to use an emissions trading system to reduce CO2 output. Do you support or oppose this proposal?

% of Republican supporting: 83%

MESSENGER

