

Communicating the Value of RTLL

Effective Internal & External Messages
Ready To Lead In Literacy
Web Event

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Welcome

- Introduction
- Effective Messaging
- Q & A
- Next Steps
- Exit Survey

And 1 Year Later...

- AIR's focus is on the community engagement in the local markets for the RTL Outreach Grant
- Goal RTL Local Community Engagement:
 - Connect RTL products, services and interventions and their intended audiences
 - Ensure that local community engagement has sufficient dosage, penetration, and repetition to break through to RTL intended audiences for measurable effect
 - Increase awareness, appeal, access & demand for RTL content and products

Communicating RTLL Value

1. **It's not about us**
2. **Community Engagement that makes a difference**
3. **Review: 6 Strategic Questions
Audience-Based Communication**
4. **Next Steps**

What about us?

- We know too much
- We care too much
- We have too much experience
- We live in our own reality....

Paradox of Good Causes

**It's not about the
value of your cause,
it's how the cause
relates to your
audience's values**

Kellogg Foundation Meta Evaluation

**Biggest predictor for
successfully creating
positive community change
is the program's ability
to change itself**



WARNING:

**You are not the
target audience!**

Community Engagement That Makes a Difference

- Interventions that work
- Audience Reach
- Repetition & Duration

Challenges to Community Engagement

- Not a “line” function – internal & external audiences
- Research focuses on efficacy of “intervention” – (i.e., research-based products) - not on distribution and “sales”
- Community Engagement defined by what we can do, not by what is needed

Challenges to Community Engagement

- Supply-side (expert-driven) not demand-side (audience-driven)
- Engage with private sector and public systems that may not reach our audience

Strategies for Community Engagement

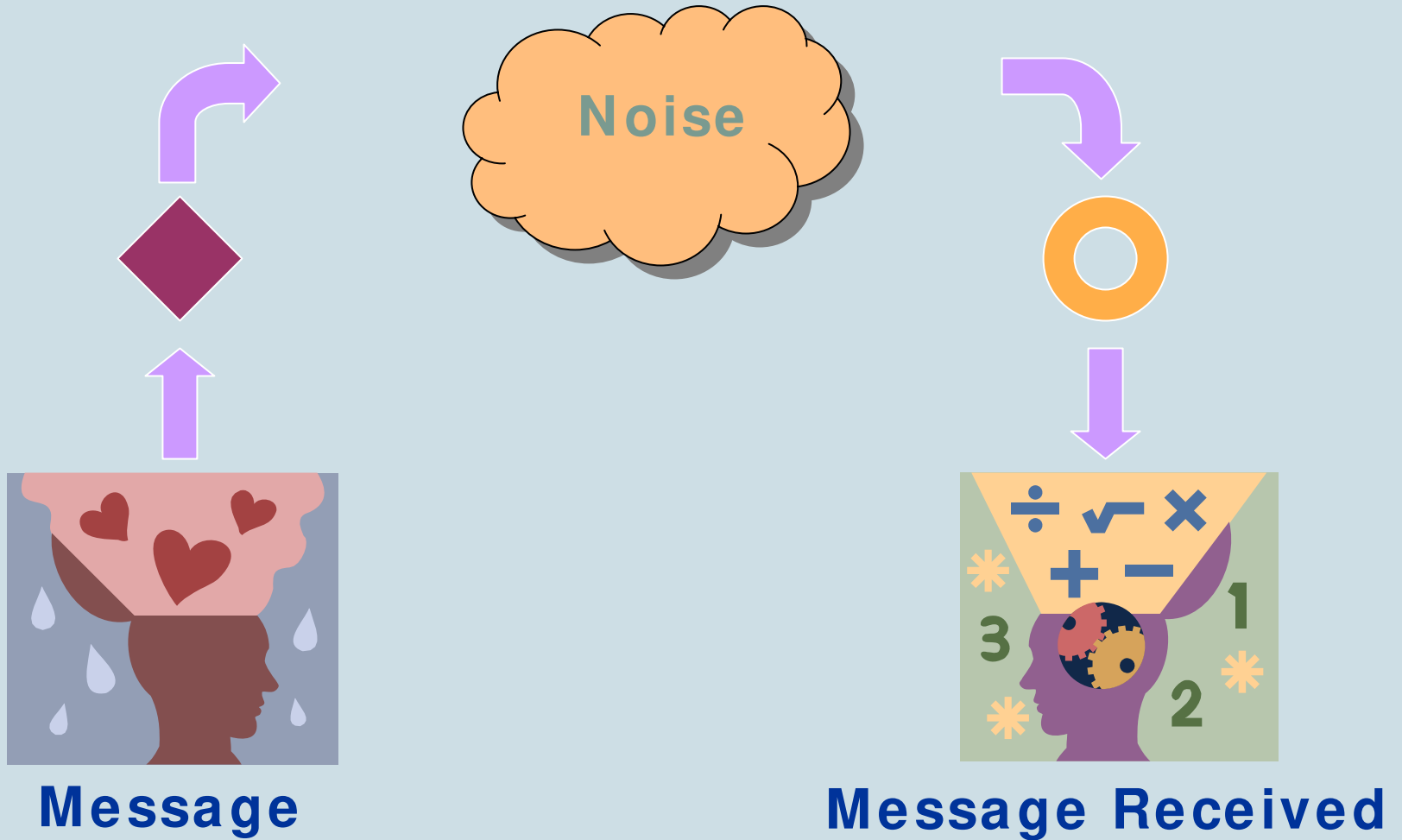
- Think “Wholesale” not “Retail”
- Commit focused resources over the long-term
- Build on existing distribution channels
- Find a sales force
- Strategic partnerships with a purpose
- Integrated communication programs

Review: 6 Strategic Questions for Audience-Based Communicationsm

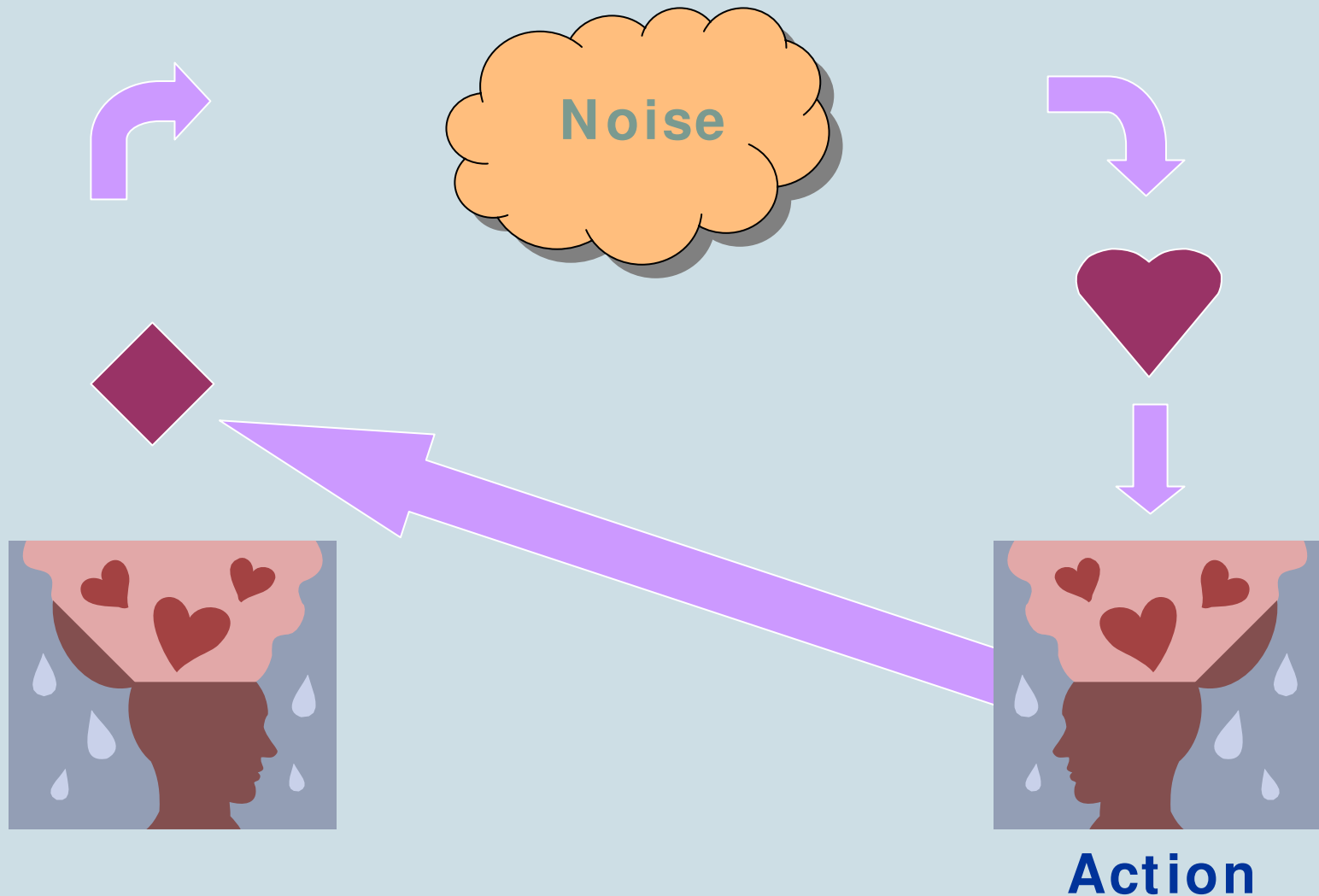
- Target?
- Action?
- Rewards?
- Image?
- Openings?
- Support?



How Communication Works



Audience-Based Communication



Effective communication is a highly personal interaction between us and our audience.

It lets us say:

“I know a lot about you, I understand you pretty well, and I understand your problems, your aspirations and your needs...”

“What I want to tell you about is something that I believe in and I’m enthusiastic about, and honestly think you will be too ...

...as soon as I give you the facts and let you make up your own mind.”



You Need
to Know
Your
Audience

Communication Objective

Select station colleagues will:

- A. Understand the value of community engagement
- B. Know about RTLL activities in the community
- C. Provide necessary support for increased effectiveness of community engagement
- D. All of the above

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1. TARGET

Who is your target and
what is he/ she like?



**What are they like as
“individuals?”**

Target Practice: The General Manager

- What are they worried about?
- What issues are important to them?
- What is the GM's preferred working style?
- What is the GM known for?
- Where would the GM like to be in 5 years?
- What does the GM complain about?
- Where does the GM get their information?
- Who do they relate to? How do they see themselves?

Develop a “vivid” picture of your target audience

My Name is

and I’m

A close-up photograph of a computer keyboard. The central focus is a white key with the word "Action" printed on it in a dark, sans-serif font. The key is slightly raised and has a soft shadow. Other keys are visible in the background, including one with a small icon and another with a grid of symbols. The lighting is soft, creating a clean and professional look.

2. ACTION

What Do I Want the GM To Do...Exactly?

- Do not confuse your objective with ACTION
- “Provide necessary support for increased effectiveness of community engagement” is not an ACTION
- Call to ACTION must be tangible
- Don't forget to ask

The Action Must Be Specific

What does the GM do after they hear the message?

- Sign here
- Agree to next step
- Participate in program roll out
- Take a call
- Schedule a meeting

It helps to consider:

What Are They Doing Now?

- What is their current behavior?
- Why are they doing this?
- What do they get out of it?



3. REWARD

“What’s in it for them?”

Rewards are:

- Subjective/personal
- Must motivate daily action
- Often emotional not logical
- In the present, not the future
- Rewards come from what the GM wants not from your program
- Unknown until you talk to them

Marketing Exchange

- What is it my GM wants?
- Is there some way I can give the GM what he/she want?
 - Not what you want them to want
- Can I give them what they want in *exchange* for the action?
- Is it worth the cost?



What is in it for
the GM to
support you?



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BROOKS
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Indiana Dental Association; American Cancer Society; Indiana Division; Indiana Youth Institute.

A collection of instant photos and a magnifying glass. The photos show various subjects: a bowl of food, a person's face, a purple object, and a close-up of a person's face. The magnifying glass is positioned over one of the photos.

4. IMAGE

An Effective Image:

- Is appealing and relevant
- Is original and distinctive
- Tells the audience,
“I’m speaking to you”



Relevant & Appealing

- How does the GM see him/herself?



Other Voices & Image

Consider the messenger.
Who is credible and convincing to
your audience?

Sometimes we are not
the best source

”When somebody shows up in the emergency room with strange symptoms, you call your health department. They are who we rely on. This is not the time to be cutting back on public health.”

--Katharine M. Webb, senior vice president, Virginia Hospital and Healthcare Association, quoted in the Richmond Times-Dispatch, 01/06/02

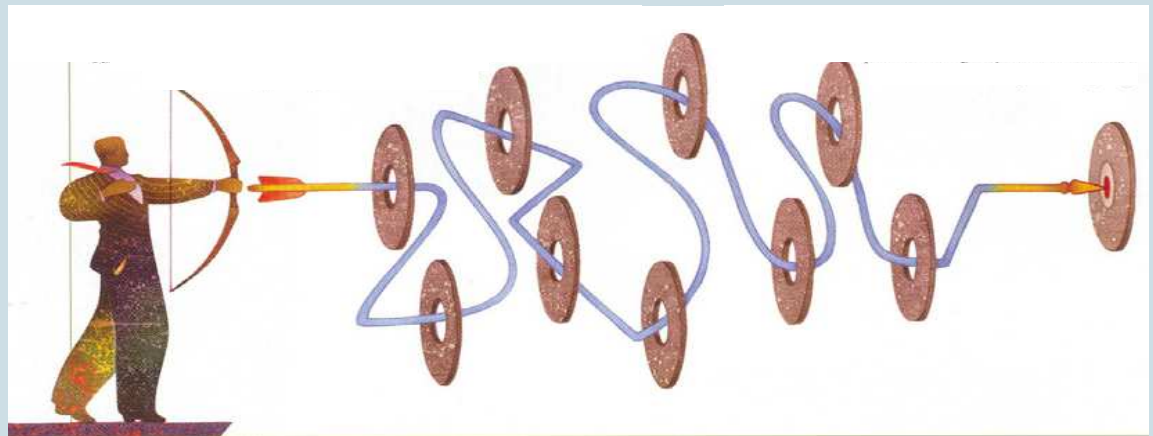
A close-up photograph of a metal key and a lock cylinder. The key is on the left, and the lock cylinder is on the right. The background is a light, neutral color.

5. OPENINGS

Openings

Openings are not about how we get our message **Out**.

Openings are about how our audience takes our message **In**.



Openings

Consider...

What times, places, states of mind is your GM likely to be open to your message?

Where do they look for information? What do they read? Who do they talk to? What forums do they attend?

Connecting to current priorities...



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Governors' Summits on Early Childhood

With a grant from the Buffett Early Childhood Fund, in 2006 the NGA Center awarded \$10,000 grants to **Arizona, Illinois, Minnesota, Mississippi, Montana, South Carolina, and Washington** to hold a Governor's Early Childhood Summit. The intent of this project is to support Governors seeking to raise awareness and support for a comprehensive school readiness agenda for children ages birth to five.

In 2007 the NGA Center will issue a second round of awards for an additional ten states to host Governor's

Highlight



▶ [2007 Governor's Summit on Early Childhood](#)

Internet

6. SUPPORT



Support

- How can we support our message to the GM?
 - What will make us believable?
 - What makes us popular – like the thing to do?
 - How do we make working with us look easy?
- Spokespeople, Facts, Demonstrations, Look, Sound & Feel

ABC Message Strategy

The six questions give you a message strategy:

If I do (action) instead of (status quo), I will get (reward) because (support).

An associated image

Openings when your audience will be receptive to your message

Q & A

Next Steps

April 19, 2007 at 1:30 pm

Or

April 23, 2007 at 1:30 pm



Thank you for participating!

Please take a moment to fill out
the exit survey