

ADVOCACY IN ACTION

BOB BEATTY, THE LYNDHURST GROUP
CAROLYN BRACKETT, NATIONAL TRUST FOR HISTORIC PRESERVATION
DANIEL SCHLEGEL OF THE SCURRY COUNTY MUSEUM
KENT WHITWORTH OF THE KENTUCKY HISTORICAL SOCIETY

Good communication cuts through the clutter, it doesn't add to it. It does this by getting the **right message**, in the **right medium**, delivered by the **right messengers**, to the **right audience**.

From *Now Hear This: The Nine Laws of Successful Advocacy Communications*
Fenton Communications, 2001

EACH PRESENTER WILL SHARE:

1. **Advocacy Goal:** What change did they want to see?
2. **Framing the Issue:**
 - What was wrong?
 - Why did it matter and why did it matter *now*?
 - What was the solution?
3. **How They Identified Audience**
 - Primary Targets: Decision-/Change-makers
 - Secondary Targets: Those who *influence* change
 - Allies and opponents

EACH PRESENTER WILL SHARE:

4. **What Motivated the Audience?**
5. **What channels they used to reach them?**
 - Such as: social media, blogs/periodicals, conferences, tv/radio, letters to the editor, calls/meetings, ads, press releases, forum/roundtable, PSAs
6. **Reframing the Message**
7. **Other Lessons**

CONTACT US

Bob Beatty

- beatty@lyndhurstgroup.org
- <http://lyndhurstgroup.org/>
- https://twitter.com/Lyndhurst_Group

Carolyn Brackett

- cbrackett@savingplaces.org
- <https://savingplaces.org/>

Daniel Schlegel

- scmdirector@snydertex.com
- <http://scurrycountymuseum.org/>

Kent Whitworth

- Kent.Whitworth@ky.gov
- <https://history.ky.gov/>
- https://twitter.com/@whitworth_kent

