ADVOCACY IN ACTION

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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
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

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**
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