

FairTest's Communications Strategy Framework

For Parents Across America Webinar

To view the webinar go to

<https://drive.google.com/open?id=0B5IWg0zSJ-ybY0NGUmlSQ1lnQ0k>

[the tape starts late]

Five Key Strategic Messaging Questions

- What are your Goals?
- Who are your Target Audiences?
- What are your most Effective Messages?
- Who are your most Persuasive Messengers?
- What are the best Communications Vehicles to deliver your messages to target audiences?

Communications

TOP PRIORITY GOALS

for FairTest

- Educate public about testing flaws
- Organize assessment reform activism
- Change public policy

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Communications

TARGET AUDIENCES

for FairTest

(Educate) Persuadable populations

(Organize) Education stakeholders

(Change) Policy makers and key influencers

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Communications

MOST PERSUASIVE MESSAGES

for FairTest

(Educate) "Enough is enough" "Too many tests"

(Organize) "Here's what you can do" -- action

(Change) "Why change is necessary" -- examples

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Communications

MOST EFFECTIVE MESSENGERS

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(Educate) Parents and teachers

(Organize) Leaders of key constituencies

(Change) Experts and champions

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Communications

MOST POTENT VEHICLES

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(Educate) Mass media

(Organize) Social media – Facebook, blogs, lists

(Change) “Big foot” power-elite outlets, trades

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Communications

LESSONS LEARNED

- KISS
- Repeat, repeat, repeat
- Tell the truth
- Stress examples, not academic theory
- Think like the audience

Time for Your Questions and Comments

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