FairTest’s Communications Strategy Framework

For Parents Across America Webinar

To view the webinar go to
https://drive.google.com/open?id=0B5IWg0zSJ-ybY0NGUmlSQ1InQ0k
[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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? ? ? [participants discuss their goals]
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TARGET AUDIENCES

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(Educate) Persuadable populations
(Organize) Education stakeholders
(Change) Policy makers and key influencers

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MOST PERSUASIVE MESSAGES

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(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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MOST EFFECTIVE MESSENGERS

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(Educate) Parents and teachers
(Organize) Leaders of key constituencies
(Change) Experts and champions

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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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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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