

Cracking the Communications Nut

Tonna-Marie Rogers

The “Words That Work”

When explaining an environmental issue...

- Nature protection
- Pollution control
- Enough clean water
- Wildlife conservation

When addressing the “so what” question...

- Future Generations
- Healthy
- Family & Children
- Safe
- Trends

When encouraging somebody to do something...

- Make a Difference
- Doing my/your/their part
- It affects you
- What you can do
- Working together
- Save Money

When asking somebody to take your side...

- Accountability
- Corporations (evokes negative feelings)/Businesses (evokes positive feelings)
- Choice
- Fair
- Balance
- Planning Ahead
- Responsible
- Freedom
- Investment
- Law