

# ROGUE ACTION CENTER

## Tools for Organizing: 13 Communications Choices

### STRATEGY

1. **What want to win.** And how building for the future?
2. **Strategic targets.** Decision makers? Targets that further long-term education?
3. **Strategic support (audiences).** Natural allies? Unusual allies? Allies that make a difference?
4. **Framing.** Pressures targets? Builds support? Public interest? Public values?
5. **Opposition's campaign.** How preempt opposition's positive campaign and attacks on us?
6. **Timing/pacing.** How plan a sequence of events/materials/messages? How anticipate opponents' timing? External events? Escalate?

### IMPLEMENTATION

7. **Tone.** Combative? Polarizing? Credible? Inspiring?
8. **Spokespeople.** Credibility? Role models for supporters? Hard to attack?
9. **Vocabulary.** Avoids jargon? Easy to use and remember? Ties into values?
10. **Examples.** Reinforce the frame? Memorable? Hard to attack?
11. **Sound bite(s).** Short? Every-day, common sense images or analogies?
12. **Visuals.** Reinforce the frame? Target the targets?

### CHANNELS

13. **Channels.** How best to reach the target audiences? Direct communication? Through media and media events?