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?


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?