

Framing the Message: Advocacy Communication Focused on Diversity and Inclusion in a New Era

April 27, 2017

In our efforts to persuade policy makers and general audiences to act on the issues we care about, we often encounter one recurring barrier: fear. Some audience members are worried, anxious and scared about a number of issues facing the country today. We need to be strategic in our communication and tell an affirmative, positive story that moving forward is more important than ever.

Presenter: **Julie Fisher-Rowe**, Opportunity Agenda

In this webinar, Julie Fisher-Rowe of the Opportunity Agenda, a communications firm focused on social justice, will present messaging research designed to counter these fear narratives with positive stories about values, diversity, contributions and participation. The Opportunity Agenda will share what it has learned about audiences, values, important themes, and tested language. And finally, they will provide a few ideas about how to move these audiences to positive action in today's climate.

