

Exercise 6: Developing and Communicating Promising Frames and Key Messages

Applying principles to create audience-tailored communication

Important caution: We are suggesting you do the following exercise with your chosen (or assigned) partner(s). However, due to the corona virus pandemic, we ask you to *do this exercise virtually*, i.e., to talk by phone, Skype, or any other social media app you feel comfortable with. If you cannot use any of the virtual options and are meeting in person, please adhere to all local guidelines on social distancing during the COVID crisis: maintain at least a 1.5 m distance to your partner(s) and other people. Behavioural guidelines during the pandemic are updated frequently and you can see the latest at the [WHO website](#) and, particularly, the [Seychelles Department of Health](#) guidelines.

Purpose of Exercise

The purpose of this exercise is for you to:

- Practice identifying promising frames based on what you have learned about your audience
- Develop key messages and supporting arguments
- Practice delivering key messages with your partner

Needed Supplies

- Pen and paper or Notebook/journal
- Message triangle and box (available in separate files in the Google folder for this exercise)

Time Requirement

30-40 minutes

Instructions

1. Virtually connect with your training partner(s) to *brainstorm possible resonant frames* through which you might make the issue of climate change resonant to the audience you selected.
 - Use everything you have done in Unit 1 and 2, in previous exercises, particularly what you learned about your primary audience in Exercises 4 and what you learned about different frames in Exercise 5.
 - Discuss why a particular frame might work particularly well with your chosen audience
2. Help each other tweak existing frames or create new framings to make climate change accessible and relevant to your audience, and identify any frame elements to create a coherent story (e.g., imagery, icons, places, colours, people, music, tone of voice).
3. Once you have a way to frame your communication, remind yourself of your communication goal. In light of what you want to achieve, what is the most important thing you want your audience to know? In other words: develop your 3-4 key messages.
4. Use the message triangle (if you have just three key messages) or the message box (if you have four key messages) to write down your key messages – make them short (ca. 12 words) and memorable, so if you didn't have any notes with you, you could remember them.
5. Develop some key supporting statements, including an illustrative example, a few supportive statistics, any mental models to help explain a message, any sound bites that make that message particularly memorable, etc.
6. Practice verbally conveying your messages to your audience, either drafting a little script that includes them all, or speaking off your message triangle/box.

7. Give each other feedback on how to improve your message delivery. For example:
 - If your partner developed some messages alone, can you discern them?
 - Do the examples or supporting statements and statistics work?
 - Are there any inconsistencies, any breaks in the coherence of the frame and the messages or do all frame elements support each other?
 - Are any mental models unclear or not working?
 - Help each other strengthen the contents and the delivery.

<p>Note: This is an incredible opportunity! Very rarely do we get to work with others to help us shape and refine our communication. Think of yourselves as supportive coaches who are here to help the other person succeed. (And maybe you like and benefit so much from it that you might want to make that a new habit!? Ask for help. Offer your help. You both win!</p>

8. Take notes on your discussion in your notebook/journal. Reflect on what you are learning. What do you want to remember and do differently in the future? Also, note down any questions you might have. We will share experiences in the next Zoom meeting.