



FRAMING MESSAGES FOR REFORM

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What is strategic communication?

Communication: the process by which people use messages (symbols) to create and transmit meaning to other people.

Strategic Communication is ***the development of programs designed to influence the voluntary behavior of key actors to achieve meaningful change.***

Framing Messages



Choosing aspects of reality that resonate with stakeholder interests!



Framing Messages

What is the benefit (loss) for the stakeholder?

“What’s in it for me?” (WIIFM)


Framing Messages

Important Frame Components


Choose Key Actors.



For each key actor, name your frame: use simple name.



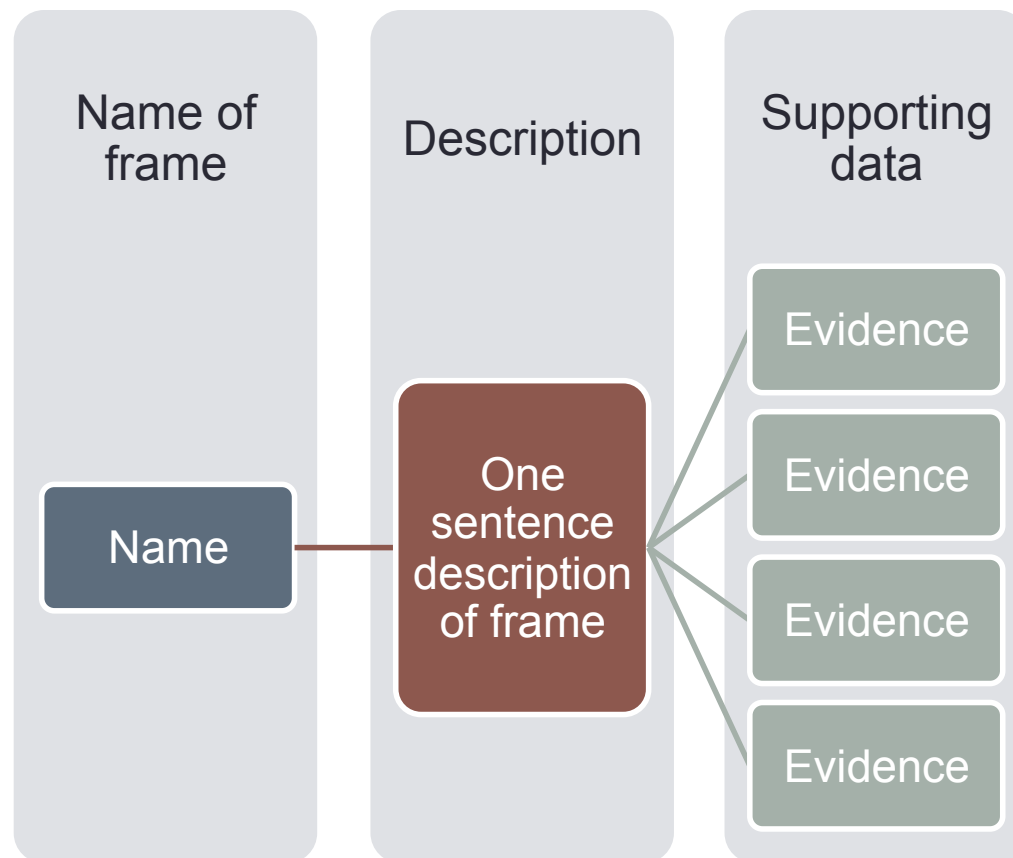
Frame description: One sentence description of frame/story. Remember to think in terms of the stakeholder's take-away message.



Supporting data: Provide evidence that supports your frame.

Framing Messages

For each key actor:



Framing Exercise

- 1. As a team of communication experts, you will propose to the national government that your team is best equipped to develop a communication strategy and implement a communication campaign to promote the implementation of the new procurement law.*

- 2. Using the 3-step process for framing messages, frame a message for one type of audience: a. Local governors (political will); b. The general public (public will); c. Middle managers of line agencies of the national government (organizational will).*

Framing Exercise (continued)

- 3. You have been invited to send a representative to a closed door meeting with the National Government.*
- 4. Your group has accepted the invite. You will need to select a spokesperson to speak on your behalf.*
- 5. The spokesperson will give a three minute presentation of your group's message for one type of audience (local governor; general public, middle managers of national line agencies).*

Discussion

- Strategic Communication is ***the development of programs designed to influence the voluntary behavior of key actors to achieve management objectives.***
- Remember “WIIFM”; and frame messages in terms of the “take-away message” of key actors
- You can frame messages differently for different actors – but you can also frame for coalition building and collaborative action!
- Choose channels informed by relationships in the social system .
- Strategic communication is not a panacea; not a silver bullet. But it can help. And it works best when it is 2-way!



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