

Legislative Messaging Tips

TACTC Plenary Session

October 2, 2008

Messaging Tips

- Speak slowly and clearly
- 8 second sound bites
- Example/story to personalize it when possible
- Avoid jargon (students vs FTEs)
- Own your message (from the heart)
- Focus on your message

Know your message



We are the solution:

- We are the answer to Washington's economic recovery. Don't starve the solution.
- Community and technical colleges play a key role in creating solutions for our state by building a talented, skilled workforce
- The time to invest in community and technical colleges is now. We can help speed up Washington's economic recovery.
- Fund community and technical colleges so we can do what we do best: build our workforce and help Washington's economy grow.