

Promoting Your Neighborhood/district



bichsel public affairs

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Public Affairs & Issue Management

- Your responses to my online survey
- A little bit about me
- What I hope you'll take away

Introduction

How you communicate

- Strong use of social media (100%)
- Strong use of community blog and paid advertising(62%)
- Very little reliance on news stories or special district website (37%)

Survey results

Barriers to promoting neighborhood

- Lack of interest by business owners
- Public safety perceptions
- Budget

Survey results

Benefits

- Local
- Unique neighborhood
- Convenient

Survey results

Secret to success

Personal contact

Survey results

Write something important about the
businesses in your neighborhood

Getting started



What would a visitor say about your
neighborhood business district

Getting started



Rule #1: Always have a key message

- A simple sentence that is easy to remember
- Keep it free of jargon and clichés
- There is no value in saying “value proposition”

Key message

What's your most important point?

Key message

Message matrix helps clarify

| Topic/Issue | Top Line Message | Proof point 1 | Proof point 2 (visual or data) | Opposition | Reaction |
|--|--|---|---|--|--|
| We can more closely align ourselves with the public by promoting and relying on green. | We are committed to being a green organization in everything that we do. | <p>Green, and all that it represents, sustains and promotes a better life, and we believe it is our responsibility to do all that we can protect and enhance life.</p> <p>Things that are green are important. Even money is green and we all are dependent on money. We also are dependent on air and water, but both of those things are colorless.</p> | <p>Green promotes life. Trees and plants are green and we depend on them to produce oxygen. We should do everything we can to see to it that trees and plants thrive.</p> <p>Green connotes power. Since money is green, those with a lot of green can choose to make things better for all of us.</p> <p>Green is at the very center of the rainbow, protected by the other lesser colors.</p> | <p>All this green fixation is hooey. If we're going to align ourselves with a color, it should be red. Red is far more important than green. Red is the color of blood, the very symbol of life.</p> | <p>Red is certainly important, especially to humans, but green is important to all living creatures.</p> <p>Green has symbolic meaning that we can get behind. After all, we tell kids to "Eat your greens" because it's good for their health.</p> <p>We champion green things because they don't kill, destroy or otherwise harm life.</p> |

Message matrix

How to create a key message

First, get buy-in

Key message

How to create a key message

Second, make it simple

- Lots of research on what makes statements easy to recall and remember
- JFK's most famous quote:

"Ask not what your country can do for you. Ask what you can do for your country."

1 1 1 1 2 1 1 1 1. 1 1 1 1 1 1 1 2.

"Mr. Gorbachev, tear down this wall."

2 3, 1 1 1 1.

Key message

The best key messages share:

- Short. One or 2 sentences
- Sentences are simple (No punctuation marks in the middle)
- The words are short. One-syllable words are easier to recall (Your brain is wired to secure short, visual words)

Key message

Science of making your point

- Rudolf Flesch – readability expert
 - Columbia University, Ph.D in English
 - Clarity can be measured mathematically
 - ✓ Logarithms calculate several variables, including sentence and word length and the number of “challenging” words
 - ✓ Scale 0-100 (higher is better)
 - JFK “Ask not...” speech – 60
 - The “Ask not...” quote scores 100
 - Gettysburg address – 64
 - MLK “I have a dream...” – 69

Key message

Use short, action-driven verbs

Implement



Use

Discontinue



Stop

Modify



Change

Key message

Key message exercise

“Our mission is to maximize commerce in and through our community in order to increase business tax revenue opportunities while spurring an expansion in the employment base.”

- Rewrite this statement using the key message best practices points we just covered.
- [Flesch 22.8](#) (more difficult to understand and recall than something in the *Harvard Law Review*)
- Let's hear some of yours.

Key message

Remember....

- Advertisers don't buy one commercial
- Repetition is how you establish a brand
- Make sure you work it into answers

Key message

This is a write and share exercise

- Write a key message for your neighborhood business district.

This is what you would want anyone to be able to say if someone said, "Why should I go there?"

- Best practices: short words and sentences
- No jargon or clichés
- Take 5 minutes

Final exercise

Strategies to spread your message

- Agree on a key message
- Face time is important
- Cultivate “sparkplugs”
- Frequency is important
- Consistency is important

Spreading the word

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