

How to cut through: effective messaging for associations

...or...

**Toward a bespoke yet holistic
communications strategy for
associations aiming to reach EU
stakeholders and influencers in
the post-truth era...**

...or...

Get to the Monkey



The message

- Have something to say
- Shorter is always better
- There is always a way to make a text (p.r., op-ed, report, Tweet) shorter
- A position/policy/decision is not always news



The press release: It doesn't have to be a nightmare



- Make it news, not publicity
- What is happening/who is doing what to whom?
- The venue/vessel/participants are secondary
- Skip the backstory
- Use active voice
- Write an article
- Speak for people/coalition/community/cause, not for an association/committee/platform/acronym

Words/concepts to avoid



- Meeting, conference
- Lengthy titles of meetings, conferences, ministerials
- Background/history
- “Back in...” “Last week”
- Nothing happened/you’re not going to do something
- clichés, jargon
- Words that mean nothing: sustainable, stakeholders, leverage, smart...
- ACRONYMs
 - (Annoying Crap Really Overused Never You Mind)

Bad

EESC and EC cooperate in a launch conference for the circular economy platform

Waning resources, growing mountains of waste and climate change have led both policymakers and European civil society to reflect on new, more sustainable economic development patterns. Over-

Translation: Two acronyms took part in a non-news event about an issue few people understand to create something meaningless

Not bad

Dieselgate inquiry backs establishment of EU testing regulator

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MEPs today backed the establishment of a new EU agency to fix Europe's broken vehicle approval system, which is central to avoiding a second Dieselgate. Sustainable transport group Transport & Environment (T&E) said the European Parliament's VW inquiry committee (EMIS) report brings us closer to the truth behind the diesel emissions scandal in Europe and how it should have been avoided.

**News headline clearly written, strong viewpoint
Summarized at beginning, more detail later**

Not bad

Poll: Europeans want EU policy to promote crop-based biofuels

Findings directly contradict European Commission's justification for phasing out conventional biofuels

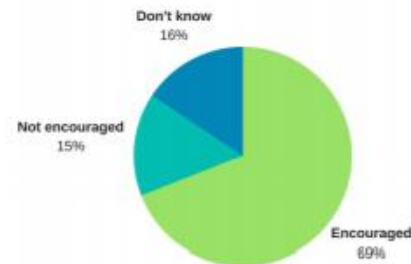
Brussels — Europeans overwhelmingly support the use of conventional biofuels made from crops and believe EU policy should encourage it, according to an EU-wide opinion survey released today.

More than 69 percent of Europeans surveyed say conventional biofuels should be encouraged, while just 15 percent think they should not, according to the [EuroPulse poll](#) of 11,283 respondents in 28 EU countries. The survey also found that 68 percent of Europeans favour EU policies to support crop-based conventional biofuels, while just 12 percent are against such policies.

The results are significant in light of the European Commission's proposal to phase out the use of conventional biofuels such as European ethanol – [for which its main justification](#) is a claim that the European public opposes what Commission officials have misleadingly termed “food-based fuel.”

The new poll clearly disproves that notion, showing that only a small fraction of Europeans oppose the use of biofuels made from crops such as sugar beet, corn and wheat grown in Europe.

Q: Do you think crop-based biofuels should be encouraged or not encouraged?



News headline, short, reference to data

Nothing about association until later; focus on message

Does it even matter?

- In the age of Twitter and LinkedIn, does anybody even read press releases?
- In the post-truth era, do facts mean anything?
- How can we cut through the clutter?



Thanks!



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