

## **A Good Framing Strategy Should:**

*Translate individual problem to social issue.* The first step in framing is to make sure that what you say is consistent with your approach. It's hard to justify an environmental approach to an issue if all media interviews frame it from an individual perspective. Further, a social issue is news, an individual problem is not. Translating an issue helps others to see why it is important and newsworthy.

*Assign primary responsibility.* Again consistency is key. If the issue is tobacco sales to kids, it's hard to justify a new ordinance if spokespeople assign primary responsibility for the problem to parents. Framing for content means framing your message in ways that support your initiative goal and explains to others why the target you chose is the right entity to address the issue.

*Present solution.* The message should clearly articulate what the initiative can address. To use youth access to tobacco as an example, the solution offered in this case is to make it harder for merchants to profit from youth smoking.

*Make practical policy appeal.* This is where the initiative comes in. It should be communicated as practical, fair, legal, affordable and the right thing to do.

*Develop pictures and images.* If a picture is worth a thousand words and the average media bite is seven seconds, developing compelling visuals that illustrate your perspective is critical.

*Tailor to audience.* Remember who you are communicating with in each case. Communities are fragmented with lots of different interests and concerns. Tailor your message to your audience which is usually your target.