



Messaging and Media for Issue Advocacy

Oklahoma Society of Association Executives

Introduction

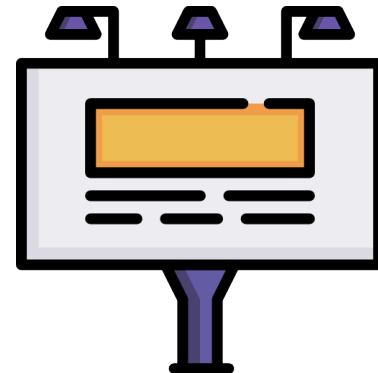
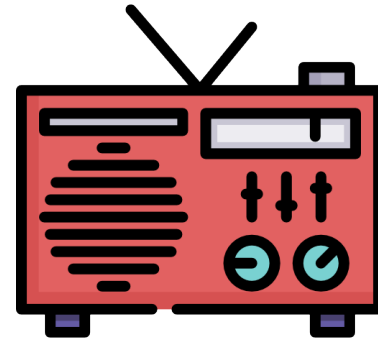
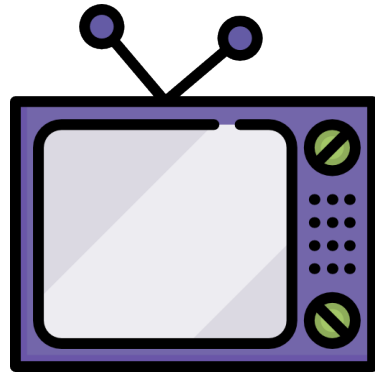


Who we are

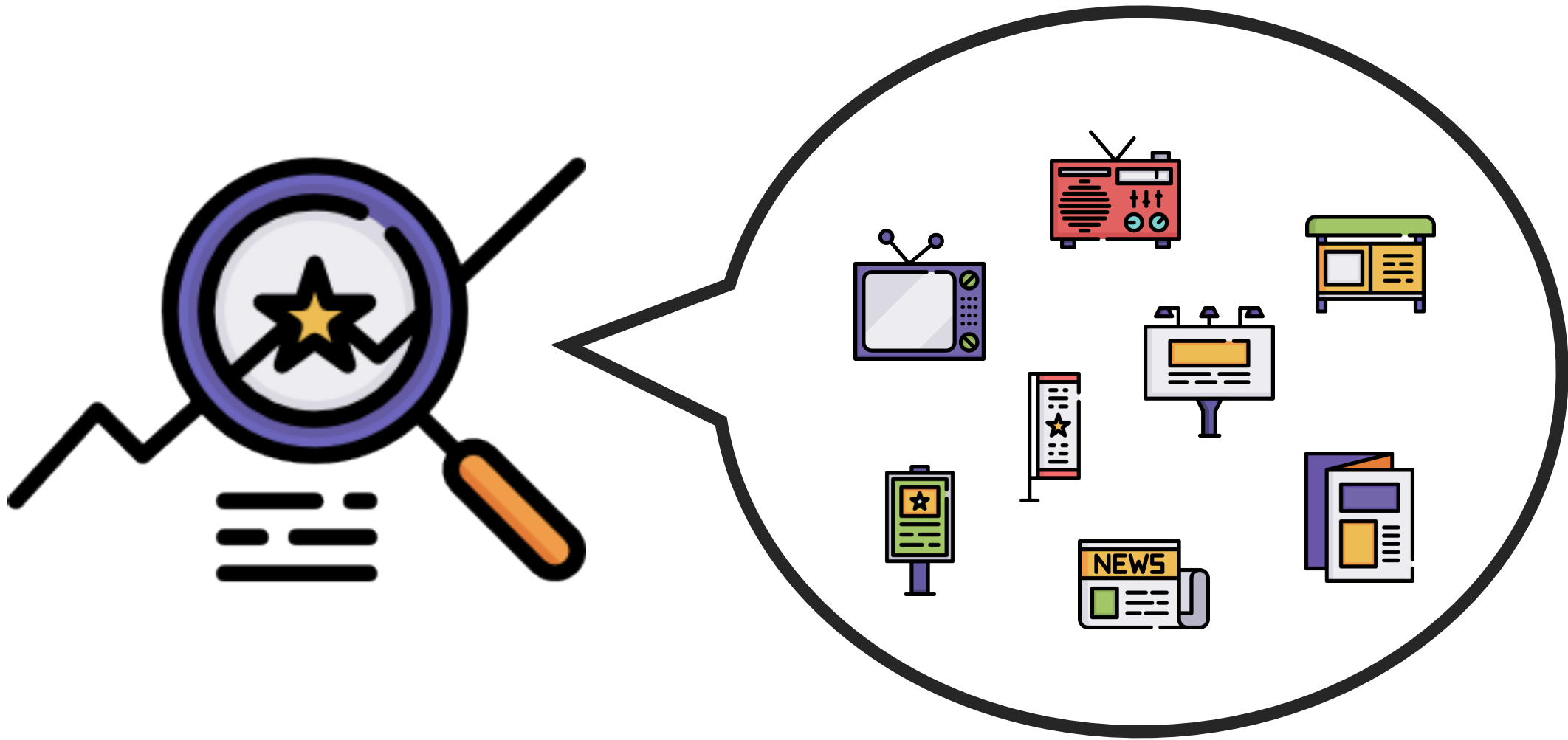
Why we're here



How Messaging and Media can move people.



Truth in Media: It's Still a Thing



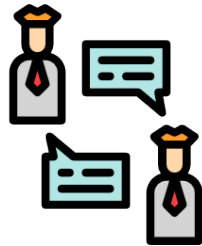
What does this mean for your organization?



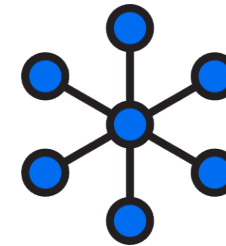
Identifying an audience



Choosing a platform



Crafting a message



Consistency is king

PRICE
LANG
CONSULTING

Q&A