



Select and Design Mediums, Speakers & Message Content

Workbook 3

This workbook is a component of *Defusing Hate: A Strategic Communication Guide to Counteract Dangerous Speech*, by Rachel Hilary Brown.



Phase 1

Understand Context and Conflict



Phase 2

Select and Analyze Audiences



Phase 3

Select and Design Mediums,
Speakers & Message Content

In this section, you will select speakers and mediums, design an overall strategy, and develop message content to influence your target audience groups. The exercises in this workbook are designed so that they can be conducted in workshops or with small groups of people.



1: Mediums

In this section, you will figure out which mediums you can use to influence your target audiences. Your combination of mediums will determine whom you are able to reach, how often, and in which situations.

The journey ahead

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What are all of the mediums that could potentially reach your target audience?

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What are the strengths, weaknesses, and characteristics of each medium?

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What are the risks related to your medium strategy and how can you mitigate them?

p.14 What is your overall strategy for risk analysis and mitigation?

p.18 What is your final medium strategy?

p.20 Medium strategy summary

To speakers



For tips on medium strategies, see Reference Guide pp.83-87

What are all of the mediums that could potentially reach your target audience?

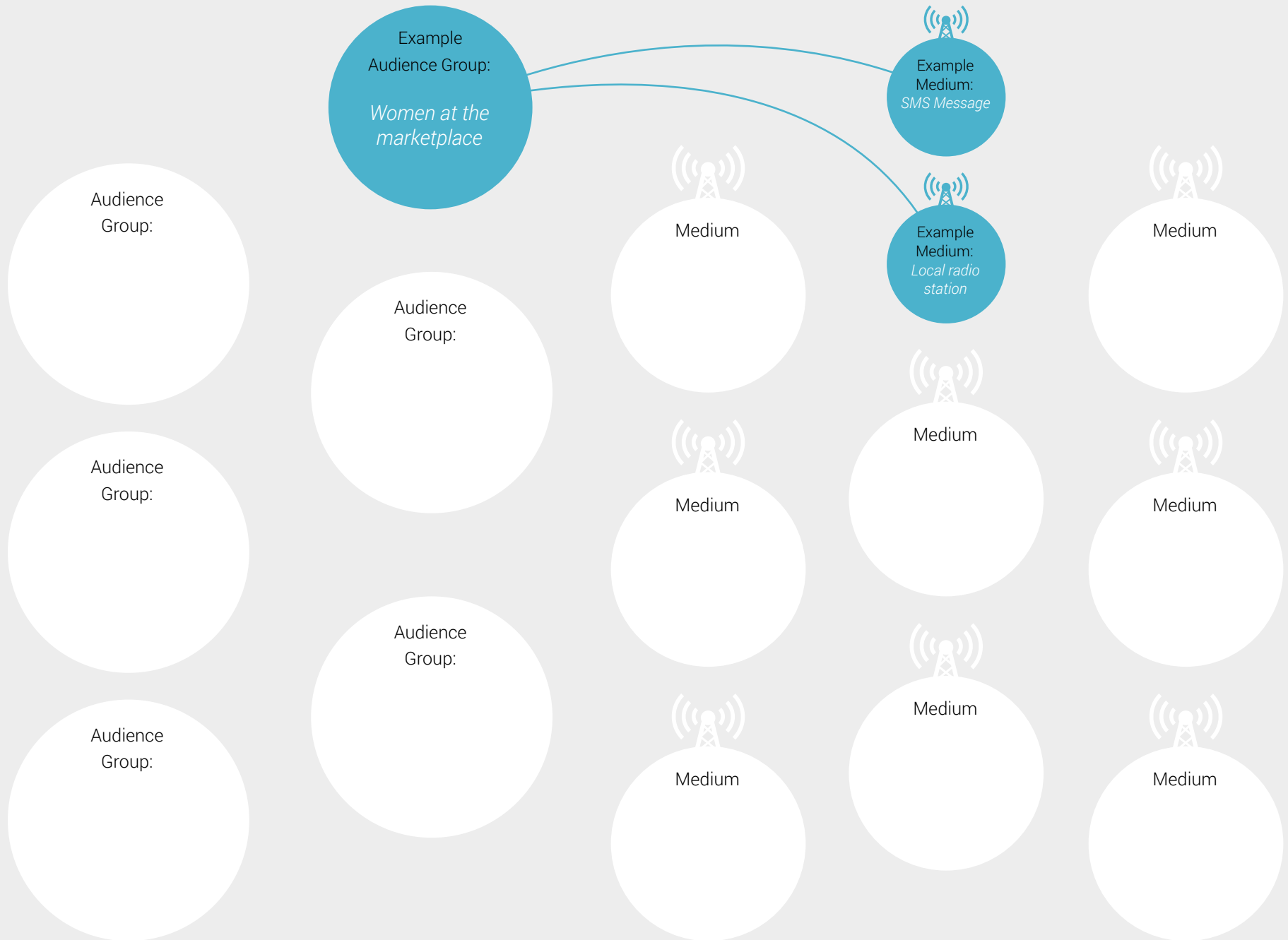
The first step in selecting which mediums to use is to figure out the full range of mediums that can reach your target audience groups. This will define the scope of mediums you can consider using based on the audiences you want to influence.

For each target audience group, review the Audience Profiles and Audience Journey Analysis Chart on pages 16-30 of the Select & Analyze Audiences workbook. Write an initial list of mediums that can reach the target audience group. Supplement this list with any further ideas of mediums you could use (think about any mediums that people access or go to for information); and with any mediums that you think will become more widely used (e.g., if cell phone coverage is increasing and you think text messages will become an important medium for your audience).

Draw lines to match mediums to the audience groups they could reach.

Remember, traditional forms of communication (such as word of mouth, public meetings, religious services) are still mediums.





What are the strengths, weaknesses, and characteristics of each medium?

Now you can narrow your list of mediums by analyzing each medium to understand its strengths, weaknesses, challenges, opportunities, and characteristics.

This will help you figure out the best mediums to reach and influence your target groups and decide how to combine different mediums for the greatest impact.

Use the template on the following page to make a profile for each medium you think you may want to use.

After completing the profiles, think about which mediums or combinations of mediums can:

- Reach all of your target groups
- Reach your audience when you want to reach them
- Be trusted by your audience groups
- Prompt the audience to spread your message (the more they spread it themselves, the farther your intervention will reach)
- Result in real-life action and change based on your audience-specific goals

Star or highlight the mediums you want to prioritize as you move forward with your work.



Medium Analysis Worksheet

Medium: _____

How often do members of the audience group access this medium? Where and when?

Is it a one-way medium or does it enable two-way conversation?

Do people share and discuss information they get through this medium with other people? If so, how? And how often?

What prompts the audience to access this medium and how much control do you have over when they access it?

How much do the target audience groups trust this medium (compared to other mediums)?

Which audience groups doesn't this medium reach? Why?

Medium: _____

How often do members of the audience group access this medium? Where and when?

Is it a one-way medium or does it enable two-way conversation?

Do people share and discuss information they get through this medium with other people? If so, how? And how often?

What prompts the audience to access this medium and how much control do you have over when they access it?

How much do the target audience groups trust this medium (compared to other mediums)?

Which audience groups doesn't this medium reach? Why?

Medium: _____

How often do members of the audience group access this medium? Where and when?

Is it a one-way medium or does it enable two-way conversation?

Do people share and discuss information they get through this medium with other people? If so, how? And how often?

What prompts the audience to access this medium and how much control do you have over when they access it?

How much do the target audience groups trust this medium (compared to other mediums)?

Which audience groups doesn't this medium reach? Why?

Medium: _____

How often do members of the audience group access this medium? Where and when?

Is it a one-way medium or does it enable two-way conversation?

Do people share and discuss information they get through this medium with other people? If so, how? And how often?

What prompts the audience to access this medium and how much control do you have over when they access it?

How much do the target audience groups trust this medium (compared to other mediums)?

Which audience groups doesn't this medium reach? Why?

What are the risks related to your medium strategy and how can you mitigate them?

There are two categories of risk that relate to mediums.

First, there are individual risks for each medium, including risks of misuse and security risks.

Secondly, there are overall strategy risks, including whether the overall strategy reaches or excludes target audience groups.

Fill out the template on p.13 for each medium you plan to use.

Make copies of the template so that you can fill them out for each medium you are considering.



Reference Guide pp. 89-91

Medium: _____

Can the medium be taken over and/or misused by people with negative intentions? How could this happen (e.g., through hacking), and if it did, what would be the result?

How likely (high, medium, or low) is it that this risk will happen?

If it happens, what is the potential negative impact? Describe the potential impact and categorize it as high, medium, or low.

What strategies could you use to reduce the likelihood or decrease the potential impact of this risk?

Is anyone put at risk by using this medium? If so, are there precautions you can take to protect them? Are they aware of the risks and able to consent to participation?

How likely (high, medium, or low) is it that this risk will happen?

If it happens, what is the potential negative impact? Describe the potential impact and categorize it as high, medium, or low.

What strategies could you use to reduce the likelihood or decrease the potential impact of this risk?

Can your use of the medium create new opportunities for misinformation to be spread (e.g., if you are attracting people to a Facebook page but don't have control over the comments)?

How likely (high, medium, or low) is it that this risk will happen?

If it happens, what is the potential negative impact? Describe the potential impact and categorize it as high, medium, or low.

What strategies could you use to reduce the likelihood or decrease the potential impact of this risk?

Does this medium discourage or disempower any of your audience groups from reaching your goals (e.g., by encouraging passivity)?

How likely (high, medium, or low) is it that this risk will happen?

If it happens, what is the potential negative impact? Describe the potential impact and categorize it as high, medium, or low.

What strategies could you use to reduce the likelihood or decrease the potential impact of this risk?

What is your overall strategy for risk analysis and mitigation?

For your overall combination of mediums, fill out the following risk analysis chart.

 Reference Guide pp. 89-91

**Does the combination of mediums exclude key target audiences or actors?
The combination of mediums should reach all target audience groups.**

What is the potential negative impact of this risk?

How likely is it that this will happen?

What can you do to prevent or mitigate this risk?

Consider which mediums are currently the biggest dividers (being used to increase divisions along conflict lines). Is there any chance that your intervention could increase the use or power of these dividers (e.g., by driving more people to use them and be exposed to divisive content)?

What is the potential negative impact of this risk?

How likely is it that this will happen?

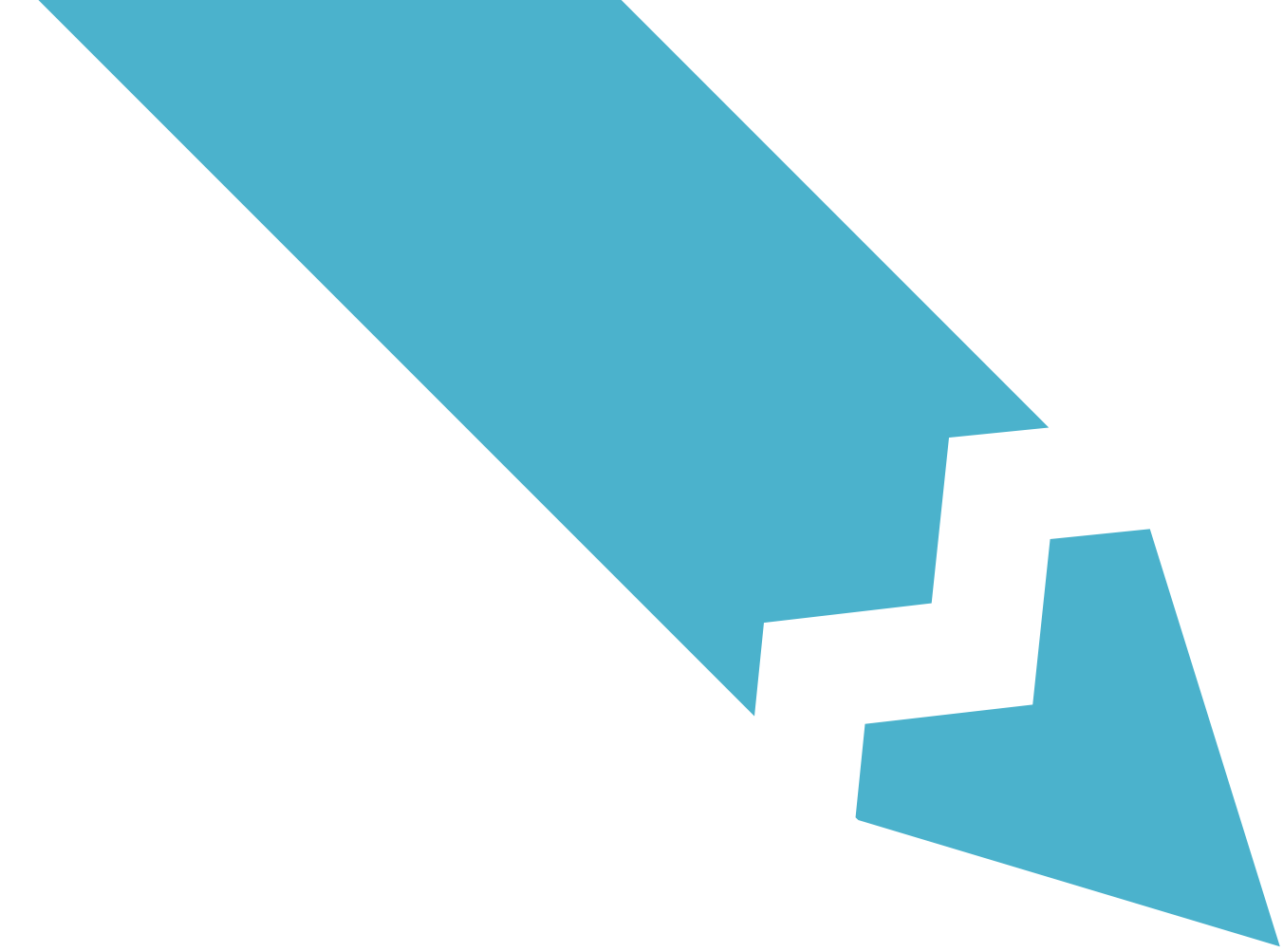
What can you do to prevent or mitigate this risk?

At a broad level, which mediums are currently the biggest connectors (are able to bring people together across conflict lines, or combat dangerous speech)? Is there any chance that your intervention could reduce the use or power of these mediums?

What is the potential negative impact of this risk?

How likely is it that this will happen?

What can you do to prevent or mitigate this risk?



By now, you should know how you plan to use different mediums to reach your target audience groups, and should understand how these audience groups are probably going to interact with each medium.

You should also understand the risks to your strategy and have developed strategies to mitigate and prevent these risks.

Now fill out the Medium Planning
Templates on the next page, based on
the exercises you've done in this section.



Medium strategy

Fill out the summary template for each medium you will use

Medium:

Risks & Mitigation plans:

Notable Characteristics:

Audience:

Strenghts:

Weaknesses:

Medium:

Risks & Mitigation plans:

Notable Characteristics:

Audience:

Strenghts:

Weaknesses:

Medium:

Risks & Mitigation plans:

Notable Characteristics:

Audience:

Strenghts:

Weaknesses:

Medium:

Risks & Mitigation plans:

Notable Characteristics:

Audience:

Strenghts:

Weaknesses:

What is your final medium strategy?

Create a final medium strategy by filling in the components of the following templates.

Which mediums will you use, and how will they work together and reinforce each other?

Are there any risks to your medium strategy?
How do you plan to mitigate them?

What do you need to do next to implement your medium strategy? (Whom do you need to consult? Do you need to build, create, or purchase anything? What plans do you need to make? Is more research needed?)

How will you find out if your medium strategy is working so that you can continue to make it better?



2: Speaker

In this section, you will figure out the right combination of speakers to make sure your audiences feel that your message content is reliable, relevant, and appealing.

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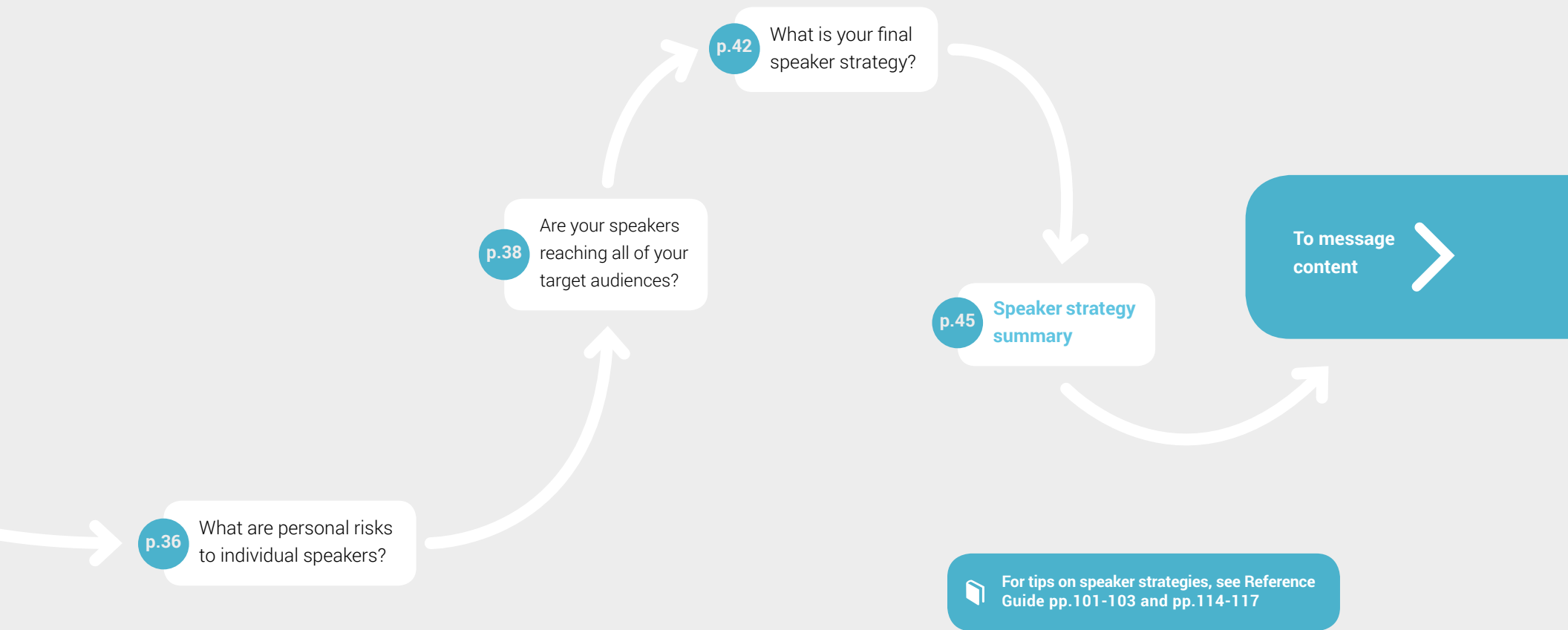
Who are the speakers who could potentially reach and influence your target audience?

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What are the strengths, weaknesses, and characteristics of each speaker?

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What risks does your speaker strategy present and how can you mitigate them?



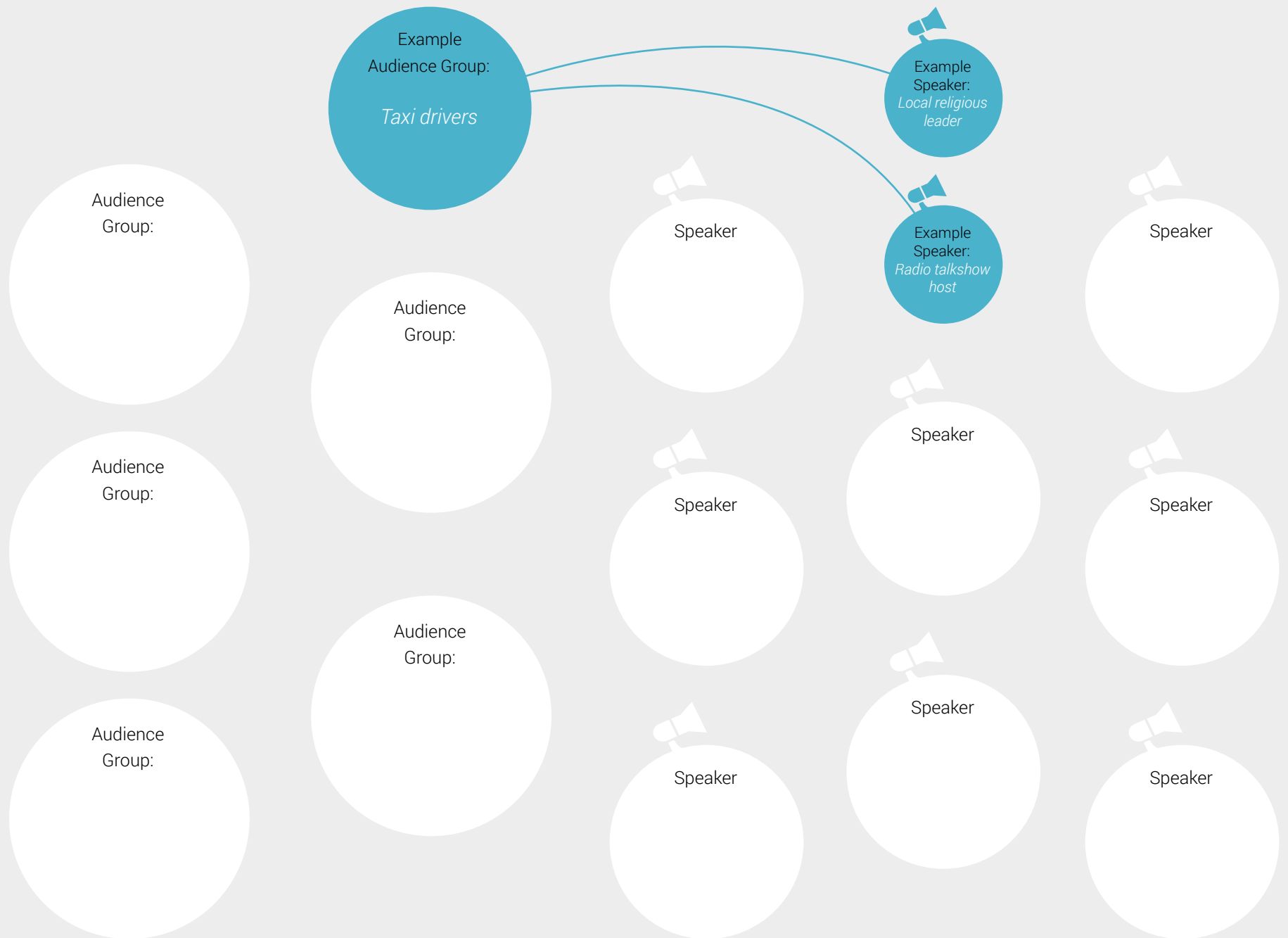
Who are the speakers who could potentially reach and influence your target audience?

The first step in selecting which speakers to use is to figure out the full range of speakers who can reach and influence your target audience groups. This will show you the full scope of speakers you can consider recruiting to influence your target audiences.

For each target audience group, review the Audience Profiles and Audience Journey Analysis Chart from pages 16-30 of the Select & Analyze Audiences workbook. Write an initial list of speakers that can reach the target audience group. Supplement this list with any additional speakers you could use. Think about who people turn to for information, advice, and decision-making. Also think about audience groups who could become speakers, and remember that things like Facebook Groups and Twitter accounts are speakers, too.

Draw lines to connect and match speakers to the audience groups they could reach.





What are the strengths, weaknesses, and characteristics of each speaker?

After identifying your range of speakers, analyze each speaker to understand his/her/its strengths, weaknesses, challenges, opportunities, and characteristics.

This analysis will help you figure out which speaker or combination of speakers will be able to reach and influence your target audience group(s). This may mean combining speakers to ensure that every target audience group has a speaker whom it views as representative, credible, trustworthy, and influential.

Use the template on the following page to make a profile for each speaker you may want to recruit.

After completing the profiles, think about which speakers or combinations of speakers can:

- Reach and represent all of your audience groups
- Be trusted and seen as credible by your target audience groups
- Prompt the audience to spread your message even further
- Influence your audience's behavior and decision-making
- Represent both (or all) sides of the grievances or conflicts that are fueling dangerous speech (rather than only peace actors/neutral actors).

Finally, star or highlight your selected speakers.





Speaker: _____

What target audiences does this speaker reach?
How frequently and when?

Do the target audiences see this speaker
as credible/trustworthy?

What do you know about the speaker's history?

What mediums does this speaker use and
how often?

Does the speaker have things in common with
these audiences (e.g., identity or value system)?

How influential is this speaker for the target
audiences? About what subjects?

How can your intervention build on this speaker's
existing behaviors?

Speaker: _____

What target audiences does this speaker reach?
How frequently and when?

Do the target audiences see this speaker
as credible/trustworthy?

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these audiences (e.g., identity or value system)?

How influential is this speaker for the target
audiences? About what subjects?

How can your intervention build on this speaker's
existing behaviors?



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What risks does your speaker strategy present and how can you mitigate them?

There are two categories of risk that relate to speakers.

First, there are risks that speakers can pose to the success of the intervention.

Second, there are risks to individual speakers (e.g., risks to security or reputation). It is important to evaluate each speaker's personal risk and ensure that he/she understands this risk and can make informed decisions.

Make copies of the speaker risk analysis templates on the next pages so that you can fill them out for each speaker you are considering.

 Reference Guide pp. 105-108

Risks from Speaker

The speaker changes: Individuals may change behavior throughout a conflict: an influential leader might support peace for a period of time, but later choose to participate in dangerous speech or violence. This can discredit the intervention.

How likely is it that this will happen?

What is the potential negative impact of this risk?

The speaker makes the initiative look biased: If you aim to appeal to multiple sides of a conflict or multiple groups on one side, you can think about whether each speaker will make the intervention seem biased. You will analyze this for your combination of speakers later.

How likely is it that this will happen?

What is the potential negative impact of this risk?

The speaker is discredited: It is common for people promoting group-targeted harm to discredit moderates. This makes it hard to find credible speakers and makes their work challenging (they can become targets of negative propaganda). How easy would it be to discredit this speaker?

How likely is it that this will happen?

What is the potential negative impact of this risk?

The speaker is very disliked by some: If there are groups that dislike or have negative associations with a particular speaker, this could damage the intervention's overall reputation unless it is carefully considered (e.g., it may be worth it for the value it brings in terms of reaching a certain target audience) or mitigated (e.g., by balancing this speaker with a speaker from another side of the conflict).

How likely is it that this will happen?

What is the potential negative impact of this risk?

The speaker causes future harm: By working with the speakers in your intervention, you may potentially legitimize and support their other activities. Could any of the speakers you are supporting use this legitimization and support to cause future harm (e.g., by recruiting supporters for violent causes)?

How likely is it that this will happen?

What is the potential negative impact of this risk?

First Do No Harm Risks

In your context, which speakers are the biggest dividers (successfully promoting dangerous speech and group-targeted harm or other societal divisions)? Is there any chance that your speakers could increase awareness of these dividers?

How likely is it that this will happen?

What is the potential negative impact of this risk?

What can you do to prevent or mitigate this risk?

Are all audience groups reached? Use the exercise on p.38 to cross-check.

How likely is it that this will happen?

What is the potential negative impact of this risk?

What can you do to prevent or mitigate this risk?

What are personal risks to individual speakers?

It is important to evaluate each speaker's personal risk and ensure that he/she understands this risk and can make informed decisions.

Fill out a box on p.37 for each speaker you are considering using.

Risks to Speaker

Fill out one box for each speaker you are considering using

SPEAKER:

Will the speaker face any type of personal risk by speaking? What is the risk? How is it possible to protect the speaker from the risk?

Does the speaker fully understand these risks and is he/she able to consent?

SPEAKER:

Will the speaker face any type of personal risk by speaking? What is the risk? How is it possible to protect the speaker from the risk?

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SPEAKER:

Will the speaker face any type of personal risk by speaking? What is the risk? How is it possible to protect the speaker from the risk?

Does the speaker fully understand these risks and is he/she able to consent?

Are your speakers reaching all of your target audiences?

As a cross-check to ensure that your speaker strategy is reaching each audience group you wish to influence, **fill out the following page, using one box per audience group you are targeting.**

AUDIENCE GROUP:

Is there a speaker who shares an identity with the audience?

Is there a speaker who is influential and relevant to the audience?

AUDIENCE GROUP:

Is there a speaker who shares an identity with the audience?

Is there a speaker who is influential and relevant to the audience?

AUDIENCE GROUP:

Is there a speaker who shares an identity with the audience?

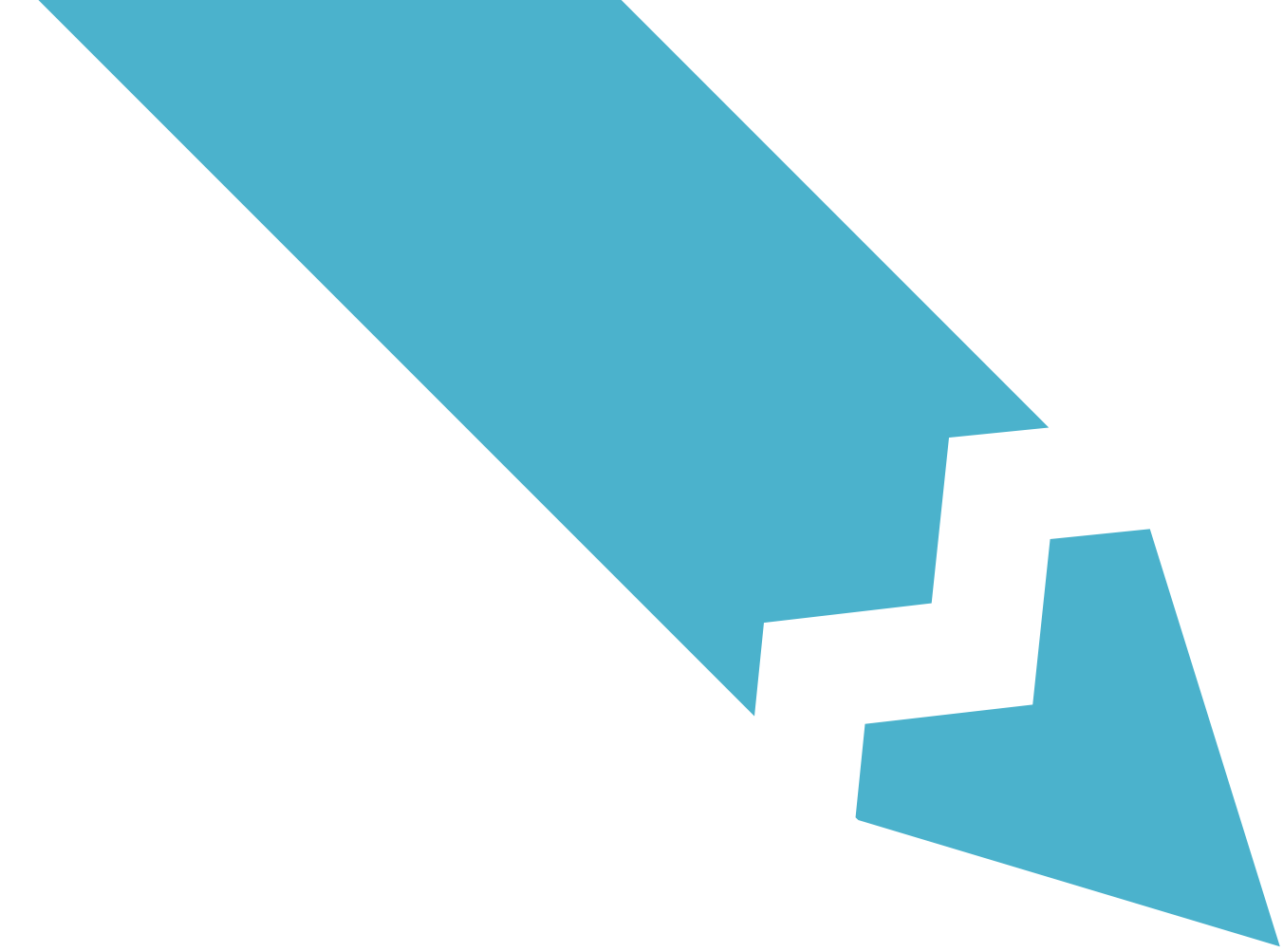
Is there a speaker who is influential and relevant to the audience?

AUDIENCE GROUP:

Is there a speaker who shares an identity with the audience?

Is there a speaker who is influential and relevant to the audience?

Are there any audience groups that do not have a relevant speaker? Which groups?



By now, you should know which speakers or groups of speakers you want to recruit (or create) to deliver content to each audience group.

You should also understand the risks to your overall strategy and to specific speakers, and should have developed strategies to mitigate and prevent these risks.

Now fill out the Speaker Planning Template on the next page, based on the exercises you've done in this section.



What is your final speaker strategy?

Create a final speaker strategy by filling in the components of the templates on pages 43 and 45.

Speaker Strategy Summary

SPEAKER:

AUDIENCES:

NOTABLE CHARACTERISTIC

MEDIUMS THE SPEAKER USES:

STRENGTHS:

WEAKNESSES:

RISKS & MITIGATION STRATEGIES:

SPEAKER:

AUDIENCES:

NOTABLE CHARACTERISTIC

MEDIUMS THE SPEAKER USES:

STRENGTHS:

WEAKNESSES:

RISKS & MITIGATION STRATEGIES:

Which speakers will you use, and how will they work together and reinforce each other?

Are there any risks for your overall speaker strategy?

What do you need to do next to make your speaker strategy happen? (How will you engage each of your speakers? What plans do you need to make? Is more research needed?)

How will you find out if your speaker strategy is working so that you can continue to make it better?



3: Message

This section is about figuring out what content you can use to engage your audience and change their behavior.

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What are the overall goals of your message strategy?

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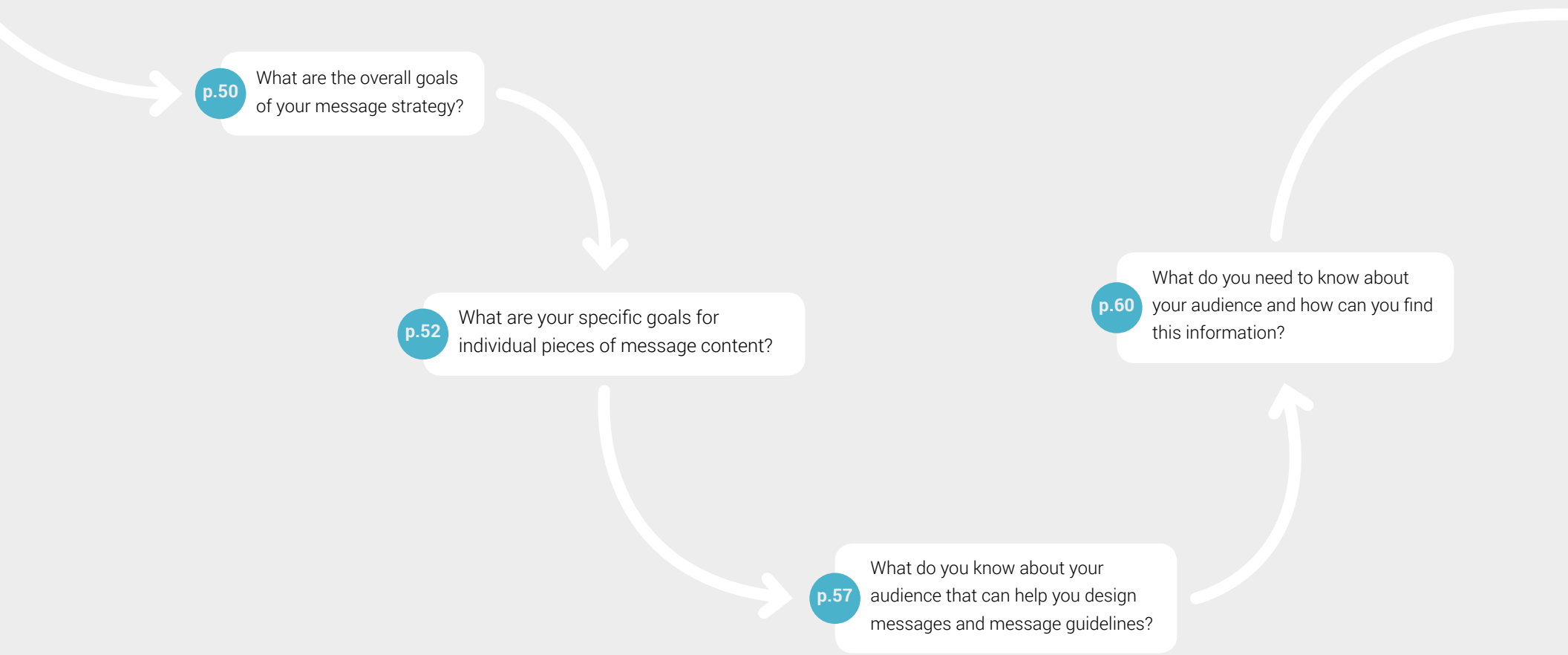
What are your specific goals for individual pieces of message content?

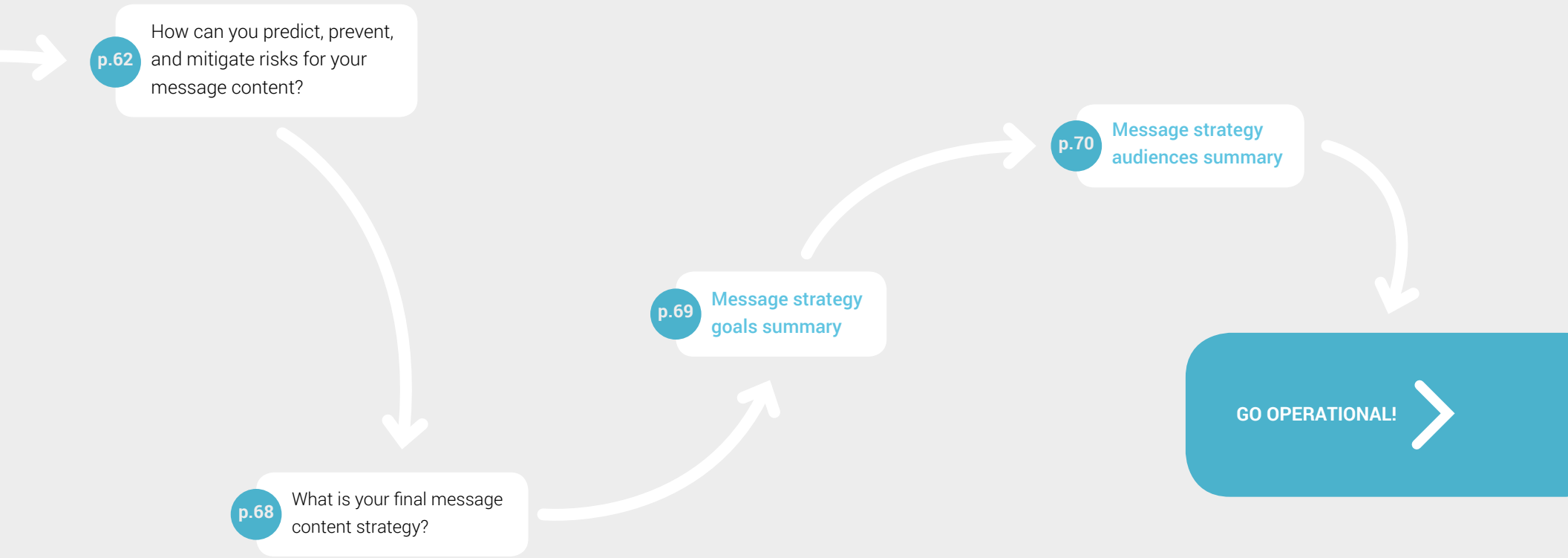
p.57

What do you know about your audience that can help you design messages and message guidelines?

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What do you need to know about your audience and how can you find this information?





 For tips on message strategies, see Reference Guide, pp.125-132

What are the overall goals of your message strategy?

In this section, you will set goals for broad categories of types of content you want to create (for example, “We want messages that will make people more thoughtful and less susceptible to rumors; we want messages that will make people understand the negative consequences of violence if they are thinking of participating). This will help you prioritize time and resources for developing and disseminating different types of content.

Overall goal-setting is a first step to understanding and prioritizing the types of message content you want to use.

Refer back to the Select & Analyze Audience workbook. Review the goals you set for specific audience groups. Your overall content goals should be to influence the audience towards your desired changes in behavior.



Reference Guide pp. 121-122

GENERAL GOAL:

GENERAL GOAL:

GENERAL GOAL:

GENERAL GOAL:

What are your specific micro-goals for individual pieces of message content?

Based on the general goals that you hope your content can accomplish, you can set micro-goals for individual pieces of content (e.g., “this radio spot/Facebook post/text message/public statement should influence people to go home and wait for more information”). Each piece of content should have a clear goal, and you should know how you plan to monitor your success.

Refer back to your audience journeys. For each of your overall content goals, think about where in the audience journey it’s relevant. At each of these points, what are the specific goals that each piece of content should aim to achieve?

NO.

DATE

predicted audience
behavior

MICRO

GOAL

- attends events +
cheers on dangerous

preferred a
behavior

- works as
of attendi

Audience: _____

GENERAL GOAL:

MICRO GOAL:

Medium: _____ Speaker: _____
What will happen if the message is successful? How will you know?

Predicted audience behavior:

MICRO GOAL:

Medium: _____ Speaker: _____
What will happen if the message is successful? How will you know?

Preferred audience behavior:

MICRO GOAL:

Medium: _____ Speaker: _____
What will happen if the message is successful? How will you know?

Audience: _____

GENERAL GOAL:

MICRO GOAL:

Medium: _____ Speaker: _____
What will happen if the message is successful? How will you know?

Predicted audience behavior:

MICRO GOAL:

Medium: _____ Speaker: _____
What will happen if the message is successful? How will you know?

Preferred audience behavior:

MICRO GOAL:

Medium: _____ Speaker: _____
What will happen if the message is successful? How will you know?

Audience: _____

GENERAL GOAL:	MICRO GOAL: Medium: _____ Speaker: _____ What will happen if the message is successful? How will you know?
Predicted audience behavior:	MICRO GOAL: Medium: _____ Speaker: _____ What will happen if the message is successful? How will you know?
Preferred audience behavior:	MICRO GOAL: Medium: _____ Speaker: _____ What will happen if the message is successful? How will you know?

Audience: _____

GENERAL GOAL:	MICRO GOAL: Medium: _____ Speaker: _____ What will happen if the message is successful? How will you know?
Predicted audience behavior:	MICRO GOAL: Medium: _____ Speaker: _____ What will happen if the message is successful? How will you know?
Preferred audience behavior:	MICRO GOAL: Medium: _____ Speaker: _____ What will happen if the message is successful? How will you know?

Audience: Youth Leaders

Drivers for positive behavior

- I DON'T want to be manipulated

is for negative behavior
not to in

What do you know about your audience that can help you design messages and message guidelines?

Messages should be based on an understanding of what can influence the audience groups' behavior. This will mean branching out from typical peace messages, and developing message content based on research and an understanding of the audience's perspective.

For Audience-Based Message Creation, you will be referring back to your Audience Profiles to develop insights into each audience group's behavioral drivers, barriers, and values. Behavioral drivers are things that drive (push or pull) people to do something, while barriers are things that constrain their behavior and prevent them from doing something.

Knowing this will help you frame messages that build on positive drivers, attack negative drivers (to engage in bad behavior), remove barriers to positive behavior, and strengthen barriers to negative behavior. In addition, you will be able to frame messages using people's values.

The DSI Reference Guide describes techniques and strategies that can help you create effective messaging.



Reference Guide pp. 125-132

Audience Group: _____

Drivers for positive behavior

Drivers for negative behavior:

Barriers to positive behavior:

Barriers to negative behavior:

Any other insights about what would make a message influential to this person:

Audience Group: _____

Drivers for positive behavior

Brivers for negative behavior:

Barriers to positive behavior:

Barriers to negative behavior:

Any other insights about what would make a message influential to this person:

Audience Group: _____

Drivers for positive behavior

Drivers for negative behavior:

Barriers to positive behavior:

Barriers to negative behavior:

Any other insights about what would make a message influential to this person:

Audience Group: _____

Drivers for positive behavior

Drivers for negative behavior:

Barriers to positive behavior:

Barriers to negative behavior:

Any other insights about what would make a message influential to this person:

What else do you need to know about your audience and how can you find this information?

Message content creation can be a long process based on audience research and on testing messages. Here, you have the option to think of additional research questions you'd like to work on and write about which methods you will use to do the research.



Reference Guide pp. 142-145

RESEARCH QUESTION:

What research method will you use?

Who will you need to engage?

RESEARCH QUESTION:

What research method will you use?

Who will you need to engage?

RESEARCH QUESTION:

What research method will you use?

Who will you need to engage?

RESEARCH QUESTION:

What research method will you use?

Who will you need to engage?

HOW WILL YOU TEST YOUR MESSAGE CONTENT FOR FEEDBACK?

How can you predict, prevent, and mitigate risks for your message content?

There are three types of risk for your message strategy:

- The risk of doing harm through potential unintended consequences that could increase the likelihood of violence or of harm to individuals.
- The risk that a message can discredit or negatively impact the reputation of a speaker or of your initiative, or put the speaker/organization at risk.
- The risk that a message will not have the intended impact on the target audience.

You can consider whether your overall content strategy and guidelines address these risks, and assess each piece of content based on these risks.

For each audience group, think about what you know about their values and their existing beliefs about themselves, their group, other groups (e.g., the group being targeted for harm) and the current and historical context.

Keeping in mind that people are likely to reject information that goes against what they already believe or that appears to go against their values, what are some things you want to consider to make sure that you don't prompt motivated reasoning? Or a backfire effect (when a message causes the audience to hold more tightly to their existing beliefs)? Fill in these risks in the template on the next page.

DO NO HARM RISK FACTORS

Messages should first do no harm, so the first screening for the messages is for potential unintended consequences that could increase the risk of violence or of harm to individuals.

Is there a potential for this message to increase the risk of violence? Think of all possible ways.

How much damage will this cause?

How likely is it that this will happen?

Possible mitigation strategy?

Could this message put any individual, group, or institution at risk? If so, how? Are they aware of this risk and able to consent to it? Have they?

How much damage will this cause?

How likely is it that this will happen?

Possible mitigation strategy?

Could the message create a perception that many or most people are participating in/approve of dangerous speech, discrimination, and/or harm?

How much damage will this cause?

How likely is it that this will happen?

Possible mitigation strategy?

Can violent actors easily use the message as propaganda for their cause or to attack or discredit any individual or group?

How much damage will this cause?

How likely is it that this will happen?

Possible mitigation strategy?

Can the message be misinterpreted? If so, what are the possible misinterpretations? What might happen if the message is misinterpreted?

How much damage will this cause?

How likely is it that this will happen?

Possible mitigation strategy?

Is there any chance that the message could cause alarm, panic, or start a rumor?

How much damage will this cause?

How likely is it that this will happen?

Possible mitigation strategy?

SPEAKER AND INITIATIVE RISK FACTORS

It is important to analyze the risk that a message can pose to its speaker, to the intervention, to others associated with the message, and, if there is a brand, to the overall brand.

Does the message pose a risk to the reputation of the speaker or the brand?

How much damage will this cause?

How likely is it that this will happen?

Possible mitigation strategy?

Could the message make the speaker or brand appear partisan or biased?

How much damage will this cause?

How likely is it that this will happen?

Possible mitigation strategy?

Could the message put the speaker, brand, or initiative at risk of any type of backlash (including physical harm, censorship, legal action, etc.)?

How much damage will this cause?

How likely is it that this will happen?

Possible mitigation strategy?

Avoiding motivated reasoning

**AUDIENCE
GROUP:**

What's important to know and consider about values, existing beliefs, and context, to avoid prompting motivated reasoning?

**AUDIENCE
GROUP:**

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**AUDIENCE
GROUP:**

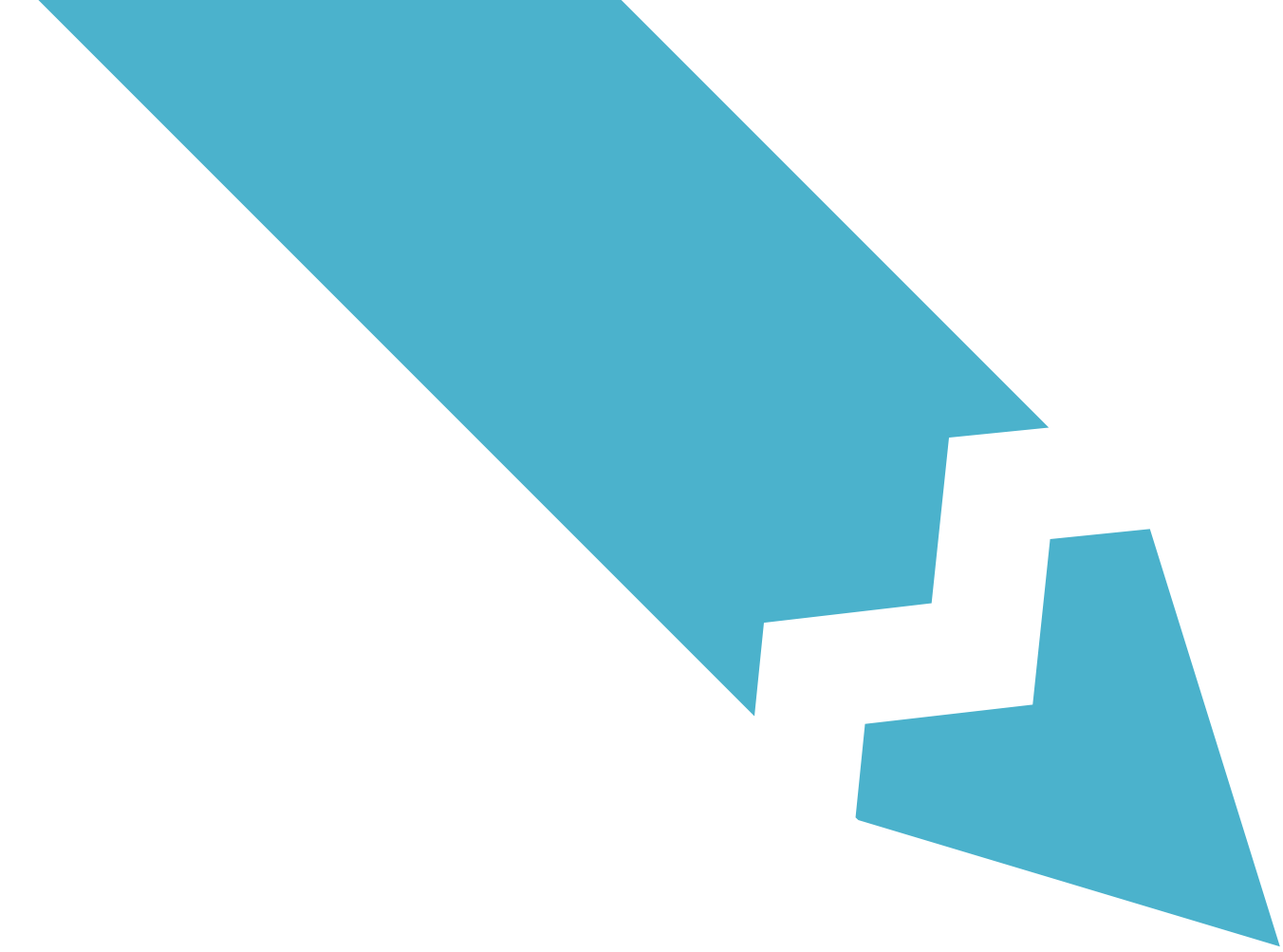
What's important to know and consider about values, existing beliefs, and context, to avoid prompting motivated reasoning?

**AUDIENCE
GROUP:**

What's important to know and consider about values, existing beliefs, and context, to avoid prompting motivated reasoning?

**AUDIENCE
GROUP:**

What's important to know and consider about values, existing beliefs, and context, to avoid prompting motivated reasoning?



By now, you should have begun to develop content guidelines and strategies for how to talk to different audience groups and influence them.

You should also know your next steps and questions you want to research further.

Now fill out the Message Strategy Templates on the next pages based on the exercises you've done in this section.



What is your final message content strategy?

Create a final message content strategy by filling in the components of the following templates.

What general techniques and ideas do you want to incorporate into your messaging strategy?

What Risk Analysis Questions will you ask about your overall content strategy and what risk reduction and mitigation strategies will you employ?

What are your next steps on research and testing for message content development? Include the research techniques you plan to use:

How will you find out if your message content is working so you can make it better?

Message Strategy Summary: Audiences

Summarize the key things you want to remember about each audience group in the boxes below.

AUDIENCE:

Behavioral drivers:

Behavioral barriers:

Values and beliefs:

Potential risks:

AUDIENCE:

Behavioral drivers:

Behavioral barriers:

Values and beliefs:

Potential risks:

AUDIENCE:

Behavioral drivers:

Behavioral barriers:

Values and beliefs:

Potential risks:

AUDIENCE:

Behavioral drivers:

Behavioral barriers:

Values and beliefs:

Potential risks:

It's time to operationalize your plan.

Use what you've learned to:

- 1 Educate others within your organization or institution about relevant concepts
- 2 Build your skills or train others on these tools and frameworks
- 3 Implement a full intervention, using the speaker, mediums, and content you've designed
- 4 Continually adapt your strategy based on an understanding of the evolving context, conflict, and audience.

Remember to keep the insights you've generated during this process in mind as you move forward, and keep asking questions about whom you are trying to influence and how you can change their behavior.

