

Children's
Campaign, Inc.

Business & Advocacy Communications

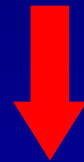
The Hierarchy of Public Consensus

a political food chain

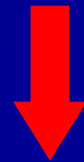
Voters / Contributors



Elected Officials



Appointed Officials



Everybody else

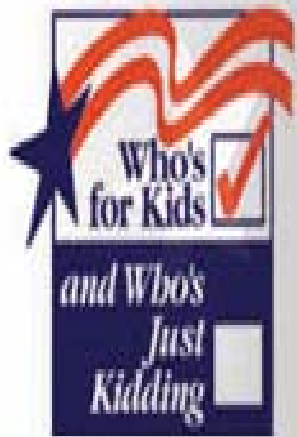
ISSUE ADVOCATES

BUSINESS & CITIZEN LEADERS

**FREQUENT
VOTERS**

CAMPAIGN CONTRIBUTORS

POLICY EXPERTS



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Listen Before Leading

*"In public communication
it is sometimes necessary
to take the audience
into account."*

. . . Bruce Barcelo

The Tower of Babel

Models of Organization Communication

- opportunistic message strategy
 - no recognition of listener, talkers important
 - multiple messages
- unscripted/unplanned media
 - everyone in charge

The “Bullhorn”

Models of Organization Communication

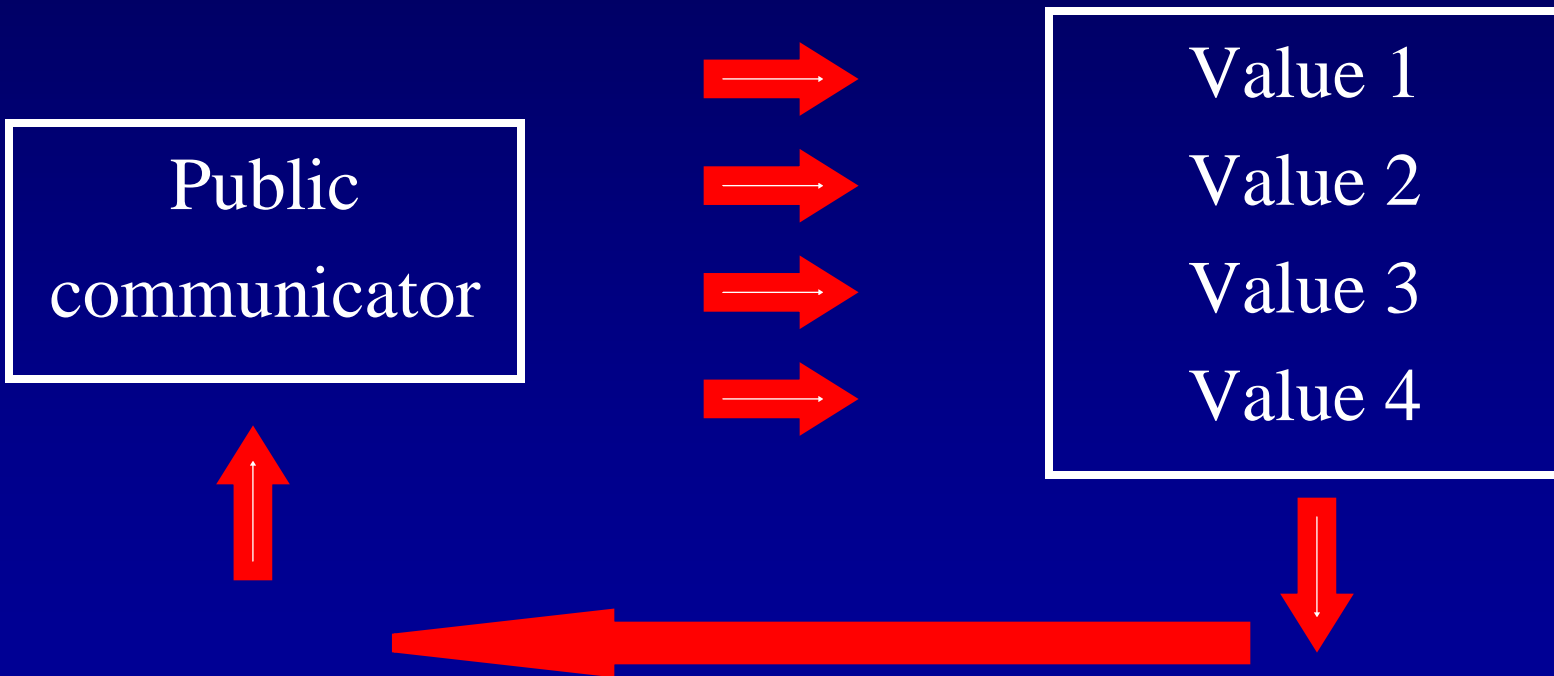
- opportunistic message strategy
- no recognition of listener, bullhorn important
 - fewer, focused messages
- over-scripted, over-planned media
 - decreasing listenership

The Conversation

Models of Organization Communication

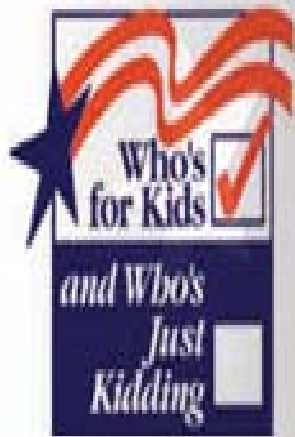
- integrated messaging/listening
- clear recognition of the important listener
- clear message(s) focused on listener values
 - scripting leads to consensus

The Conversation



Orders of Information

- First Order What the audience already believes
- Second Order What the speaker believes
- Third Order Facts, figures, and third-party data



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MESSAGE

Pictures Work

The “K” Moment

For every door shut, another will open. Will it be the after-school neighborhood program or the back of a patrol car? We have a choice.



Right now, troubled kids are getting help. And Florida citizens are safer for it. Thanks to a more balanced approach of prevention, treatment and punishment, the state's juvenile crime rate is down 20% from just five years ago and dropping. Serious crimes and repeat crimes among juvenile offenders are declining, too.

But in the latest Department of Juvenile Justice budget cuts are being made in services provided largely by community-based, non-profit groups in order to hire more government workers and build more youth prisons. And, they want you to pay for it.

That's right, the Department's answer to private-sector success in crime fighting is ... **more government and higher local taxes.**

It doesn't make sense to us either!

If allowed, these changes will be devastating:

- Local law enforcement will have less money for crime prevention and local judges will have fewer options for dealing with troubled youth.
- Local taxpayers will be forced to pay for detention and juvenile assessment centers now funded by the state. That means big hikes in property taxes OR severe cuts in essential services.
- Day treatment programs will be cut. Troubled youth will return to our public schools with only minimal supervision by government probation workers.
- After-school programs, available during the hours when most juvenile crime occurs, will be cut back or eliminated.
- Local prevention and treatment programs will close their doors. Children and families in need of immediate crisis intervention will be turned away.

It's a huge price to pay!

We can't afford to pull the rug out from under these programs. Not when they're working.

Help save these programs. Join Florida's Campaign for Public Safety today. Visit www.floridakids.com, e-mail us at flcampani@nol.com or call 850-232-7148 for more information on how you can help.