A 2020 VISION: STRATEGIC COMMUNICATIONS AND MICRO-MESSAGING

Paul "Pablo" McKellips
Strategic Communications Director
US Army
COVID-19

Coronavirus Disease 2019 Outbreak

COVID-19
I HAVE NEVER MET a PhD, MD, 3-Star General, politician or a Chancellor who – though an expert in their own field – did not believe they were also a COMMUNICATIONS EXPERT.
IF WE ARE ALL SUCH GREAT COMMUNICATORS, THEN WHY CAN’T WE MASTER EMAIL?
VIDEO: EXPERT COMMUNICATORS

Video embedded in webinar at 4:14
THE COMMUNICATIONS HIERARCHY

- PUBLIC RELATIONS (PR)
- STRATEGIC COMMUNICATIONS
- CRISIS COMMUNICATIONS
- DISASTER COMMUNICATIONS
public relations

noun
the professional maintenance of a favorable public image by a company or other organization or a famous person.
• the state of the relationship between the public and a company or other organization or a famous person.
  “companies justify the cost in terms of improved public relations”
Strategic Communications

How a certain set of audience attitudes, behaviors, and perceptions supports your organization’s objectives...

Is what makes communications...strategic!
A crisis is defined here as a significant threat to operations that can have negative consequences if not handled properly. In crisis management, the threat is the potential damage a crisis can inflict on an organization, its stakeholders, and an industry. A crisis can create three related threats: (1) public safety, (2) financial loss, and (3) reputation loss.

Effective crisis communications handles the threats sequentially.
**DISASTER COMMUNICATIONS**

*Communication* during and immediately after a *disaster* situation is an important component of response and recovery, in that it connects affected people, families, and communities with first responders, support systems, and other family members.

*If you don’t handle a crisis well, then you’ll have a disaster on your hands.*
ALL COMMUNICATIONS SHOULD BE TARGETED

Stakeholders versus Audiences
Audiences are the receivers of messages... Our job as the audience is to observe the performance, not to participate in it.

Stakeholders, on the other hand, are groups or individuals who are directly impacted by the decisions and actions of an organization or company.
BEFORE YOU CRAFT ANY MESSAGES... YOU MUST WRITE OUT AND DEFINE YOUR TOP THREE AUDIENCES AND YOUR TOP THREE STAKEHOLDERS. PRIORITIZE ACCORDING TO:

► INDIVIDUALS
► GROUPS OF PEOPLE
► ORGANIZATIONS
THE SECRET TO STRATEGIC COMMUNICATIONS IS THE SAME AS POLITICS...

IF ALL POLITICS ARE LOCAL, THEN YOUR MESSAGING SHOULD BE TARGETED LOCAL, TOO.
CASE STUDY: FINANCIAL DISASTER FOLLOWS GLOBAL HEALTH CRISIS

By the end of the day on Friday March 20, 2020, the American stock markets were in a freefall, death spiral as fear and human suffering took its toll around the globe.

<table>
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<tr>
<th>Market/Index</th>
<th>2019 Close</th>
<th>Prior Week</th>
<th>As of 3/20</th>
<th>Weekly Change</th>
<th>YTD Change</th>
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<tr>
<td>DJIA</td>
<td>28,538.44</td>
<td>23,185.62</td>
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<td>Nasdaq</td>
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<td>S&amp;P 500</td>
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<td>2,711.02</td>
<td>2,304.92</td>
<td>-14.98%</td>
<td>-28.66%</td>
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</table>
MARKETS

Stock market live Friday: Dow down 900, worst week in 11 years, oil craters

PUBLISHED FRI, MAR 20 2020・7:17 AM EDT | UPDATED FRI, MAR 20 2020・4:50 PM EDT

Michael Sheetz @THESHEETZTWEETZ | Yun Li @YUNLI626 | Maggie Fitzgerald @MKMFITZGERALD | Pippa Stevens @PIPPASTEVENS13

SHARE
The White House STRATEGIC COMMS team worked throughout the weekend to develop a targeted message that would, 1) stabilize the financial markets (STAKEHOLDERS), and 2) start to transfer FEAR to HOPE among the public (AUDIENCES).
THE WHITE HOUSE MESSAGE

DELIVERED TWICE ON TUESDAY 23 MARCH 2020
VIDEO: WHITE HOUSE STRATCOM

Video embedded in webinar at 17:12
MOST OF US WERE SHOCKED AND EVEN SOME WERE DISGUSTED BY THE MESSAGING...BUT IT WORKED!

May the 4th be with the stock market: After the best April for Dow, S&P 500 in 82 years, is ‘sell in May’ in coronavirus era a smart strategy?

Published: May 4, 2020 at 9:07 a.m. ET

By Mark DeCambre

It’s shaping up to be the best monthly return for the Dow and S&P 500 since 1987
WHAT IS MICRO-MESSAGING?

Small, subtle messages, sometimes subconscious, that are communicated between people without saying a word. MIT researchers found that people send between 2,000 and 4,000 positive and negative micro-messages each day. These messages include looks, gestures, and tone of voice.
WHAT IS MASS MARKET MICRO-MESSAGING?

Mass market micro-messaging has come to refer to marketing strategies which are variously customized to either local markets, to different market segments, or to the individual customer. Micromarketing is a marketing strategy in which marketing and/or advertising efforts are focused on a small group of tightly targeted consumers.
SO, HOW COULD WE “MICRO-MESSAGE” THE MASS MARKET AUDIENCE OF THE GENERAL PUBLIC WITH A MESSAGE THAT:

1) ADVANCES AND SUPPORTS THE ETHICAL USE OF ANIMALS IN RESEARCH, AND ALSO

2) IMPROVES THE PUBLIC PERCEPTION OF ALL ANIMAL RESEARCH.
89.7 million dogs

According to a pet owners survey, there were approximately 89.7 million dogs owned in the United States in 2017. This is an increase of over 20 million since the beginning of the survey period in 2000, when around 68 million dogs were owned in the United States. Nov 27, 2019
VIDEO: SCOUT / UW-MADISON

Video embedded in webinar at 23:26
THE NEW ANIMAL RESEARCH COMMUNICATIONS TREND

► Thanking animals
► Messaging the public about the role animals play in research
THE COMMUNICATIONS HIERARCHY

- PUBLIC RELATIONS (PR)
- STRATEGIC COMMUNICATIONS
- CRISIS COMMUNICATIONS
- DISASTER COMMUNICATIONS
FOUR TIPS FOR SUCCESSFUL MESSAGING

1) ALWAYS START WITH THE **HUMAN CONDITION** – NOT THE ROLE OF ANIMALS

2) TARGET **LOCALLY** – HOW MANY PEOPLE SUFFER WITH “X” IN YOUR CITY / IN YOUR STATE. BE THE MEDIA’S “GO TO” SOURCE IN YOUR LOCAL AREA FOR THE “X” CONDITION YOU’RE DOING RESEARCH ON

3) IT’S ALL ABOUT **HOPE** – PAINT THE PROGRESS MADE ON THE CANVASS OF HOPE FOR TOMORROW

4) REALIZE NOW THAT ONCE A DRUG, THERAPY OR DEVICE IS APPROVED BY THE FDA, **NO COMPANY IS EVER GOING TO CIRCLE BACK** AND “THANK” ANIMALS FOR THE ROLE THEY PLAYED IN THAT DISCOVERY. IT DOESN’T SELL.
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