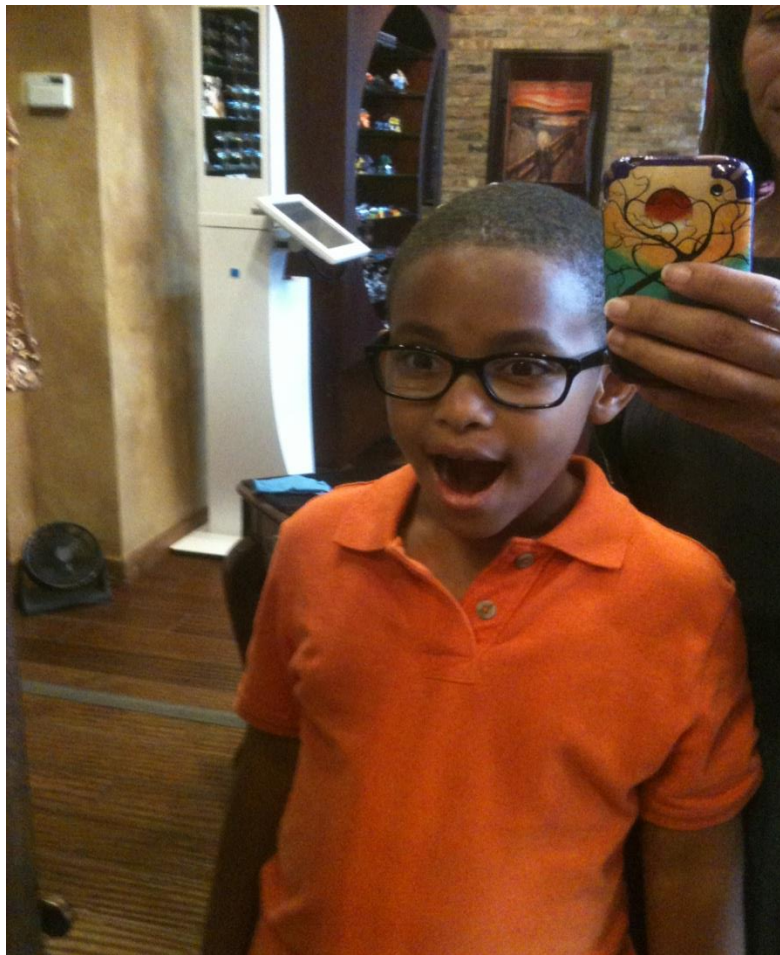


“Soap Box Mission: Compelling Stories that Guide Public Policy”

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Your story matters to you. But do you know what matters to the target? Design your story to shape shift the world.



A compelling story

AJ wanted designer glasses, and I wanted to buy him readers from Walgreens. How a great picture prompted a compelling story.

Why Do People Support Causes

- Acknowledge the cause as a “pain point”
- Experience fear or anger because of the issue
- Respond to crisis
- Support one issue over the other
- Generate revenue or reduce expenses
- Identify personal or professional benefit
- Compelled by inner circle (AJ is in the circle)

Abraham Lincoln, 16th President

Issue

- Mr. Lincoln, will you support a significant increase in funds for Hepatitis C treatment in Illinois?
- **Story:** A number of young men have become dependent on heroine. As a result they are not well enough to fight the civil war.

Threats/Opportunities

- Mother to child
- Slowed labor force
- Inability to defend the north
- Social stigma, all sides
- No treatment option
- Increased hospital and death rate
- ***Compelled by inner circle***

Before You Frame Your Story

- PAIBOC
 - Purpose (be specific)
 - Audience (primary , secondary)
 - Benefit (win, win scenarios)
 - Opposition (competition)
 - Context (adjust your lens)

Know Thyself

Eagle

Lion

Tortoise

Ant

Elephant

Gnat

Types of Audiences

- Neutral
- Hostile
- Uniformed
- Expert
- Business/Professional
- Initial
- Gatekeeper
- Primary
- Secondary
- Watchdog

First question: How much do you know about Hep C?

First question: How will you hear and use this information?

Target and Connect

- Hepatitis C Education, Prevention and Intervention
- Education
- First responder safety
- Health cost and capacity
- Immigration health
- Lost labor
- Service disparity
- Veteran “Baby Boomers”

Ronald Reagan, 40th President

Issue

- President Reagan, will you support a significant increase in funds for Hepatitis C treatment in Illinois?
- **Story:** We are feeling pressure from Governors around the country, and you are up for re-election.

Threats/Opportunity

- Addiction
- Slowed labor force
- Stigma
- No treatment
- Increased hospital and death rate
- Inability to defend the north
- ***Compelled by inner circle***

Story Translates to a Broader, More Diverse Audience

Parallel Issues

- Education
- First responder safety
- Formerly Incarcerated
- Health cost and capacity
- Immigration health
- Lost labor
- Service disparity
- Teen drug use
- Veteran “Baby Boomers”

Subcommittees

- Elem School / Higher Ed
- Local Govt Subcommittee
- Insurance
- Health Care Availability
- Health Care Access
- Labor and Commerce
- Youth and Young Adults
- Veterans’ Affairs

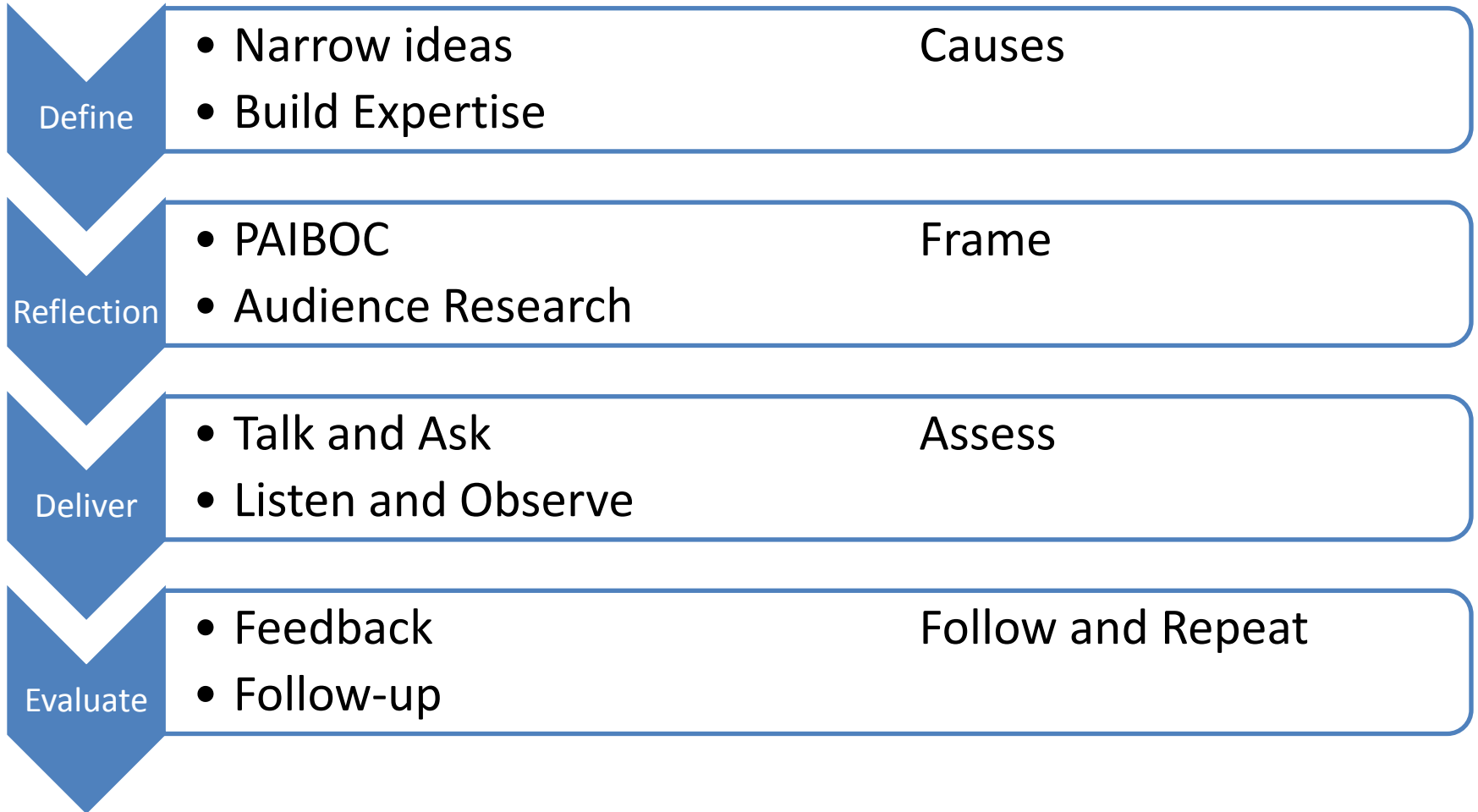
Pick Your Favorite Movie

- Crash
- Gone with the Wind
- Pearl Harbor
- Rocky (1, 2, 3, 4, and beyond)
- Splash
- The Godfather
- ***The Hobbit (Pam's Favorite)***
- The Ten Commandments

Theme Music

- Crash
- Gone with the Wind
- Pearl Harbor
- Rocky (1, 2, 3, 4, and beyond)
- Splash
- The Godfather
- The Hobbit
- Then Ten Commandments
- “Race” conflict
- Transformation
- Enemy battle
- Making a champion
- Love story against odds
- Loyalty
- The “underdog”
- Value, righteousness

Now Build Your Box





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Thank you for your hard work on this very important issue.
Let's take a break!