Activity Worksheet: Effective Message Delivery

Instructions:
You will be shown a video featuring Harold Goldstein, executive director of the California Center for Public Health Advocacy, who was interviewed on Fox News in July 2010 shortly after San Francisco approved restricting the sale of sugary drinks in vending machines on city property.

How would you respond to the opening question? What frame is the Fox interviewer presenting?

Fox: “The City is trying to help folks slim down. But will playing the role of the food police make that big of a difference in fighting obesity?”

Look for examples of the following message delivery strategies:

Reframing:

Incorporating Values:

Using Story Elements:

Media Bites

Visuals

Social Math

Using Pivot Phrases:

If the public’s information came only from the media, what would they know?

What wouldn’t they know?