

## Communications Workshop

December 11 – 8:30AM to 4:00PM

Space is limited! \$25 registration includes breakfast & lunch

The California Endowment  
San Francisco Regional Office  
101 Second Street (@ Mission)– 24<sup>th</sup> Floor

RSVP by 12/06 to Owen Morse  
omorse@gmail.com or 415-554-8418



Sponsored by

Adolescent Health Working Group  
California Adolescent Health Collaborative

# Are you sending the right message? Creating Positive Public Perceptions of Young People

## We've been framed!

Teenagers. As their advocates and supporters we see their strengths and issues, witness their potential, and celebrate their vision. But to many adults, teenagers mean trouble. Media messages and human nature inevitably "frame" adolescents as a problem, which makes our job even more challenging.

This unusual workshop applies lessons learned from the world of advertising to the challenges of the youth-serving community.

Just like the companies that market cars and candy bars, our communications work will start with research\* that shows what the public thinks about young people. From there, we'll build strategies and messages that create receptive audiences who have positive perceptions of youth.

## Workshop Facilitator

This workshop is facilitated by Glynis Shea, Communications Coordinator for the Konopka Institute (Department of Pediatrics) at the University of Minnesota.

A former Saatchi & Saatchi ad exec, Glynis now collaborates with the youth-serving community to build public support through communications.

## Discussion Topics

- Why is knowing your audience so important?
- What is framing? How do you frame an issue?
- What does the public think about adolescents? What can we do about it?
- Which communications approaches build public support? Which erode it?
- How can we improve our own communications products?
- How can we harness our "people power" to get messages out to the public?

## Workshop Activities

- Case Study: Healthy Youth Development In the news
- The Message Pyramid: Customizing messages for audiences
- Materials Critique -- the good, the bad and the ugly



One of these photos works hard to change the public's perception of young people. Which one is it? Why does it work?

## What's your message?

During the afternoon portion of the workshop, the lecture stops and the hands-on work begins.

Working in small groups, you'll talk about your key audiences and what you need from them. Then you'll develop audience-specific "message pyramids" to take home and use day-to-day.

UNIVERSITY OF MINNESOTA

\*Findings from communications research conducted by the FrameWorks Institute ([www.frame-worksinstitute.org](http://www.frame-worksinstitute.org)) which was coordinated by the University of Minnesota for Youth Community Connections (an Out-of-School Time Partnership). This is not a FrameWorks Institute Seminar and is not sponsored, sanctioned or authorized by the FrameWorks Institute.