

Oregon State UNIVERSITY

College of Forestry









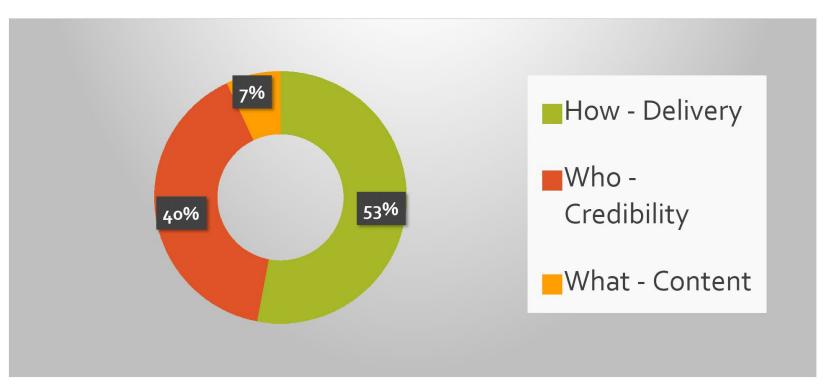






If we don't start sharing our story, the "environmentalists" will continue to do so for us--and it won't be pretty.

What matters most when telling our story:



THE GOOD NEWS

44A. A Lane County small woodlot owner

Very believable	15%
Somewhat believable	45%
Total very/somewhat believable	60%
Total not too/not at all believable	20%
Not too believable	13%
Not at all believable	7%
Makes no difference	3%
Don't know	17%

"Stories are remembered up to 22 times more than facts alone." Jennifer Aaker Stanford University Marketing Research

Important things to remember

- Who is your audience?
- Ask questions
- Really listen
- Tell stories and be human

Empathy Know what it is your audience cares about most, and tell stories that show

you care about the same thing.

Conviction

Believe in what you're saying. No one knows more about this than you.

FIND YOUR PERSUADABLE AUDIENCE

Your Opponents

X

The Moveable Middle

7

Your Supporters



Challenge misinformation Appeal to their priorities

Dispel myths and misperceptions

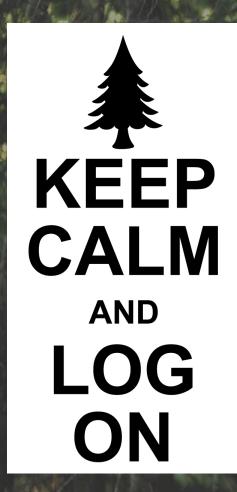
Give them permission to agree

Champion their cause

Transitioning from Tough Topics

Answer/Address -> Transition -> Message

- 1. What's important to remember is ...
- 2. The real impact to you is...
- 3. What we're always focused on doing is ...
- 4. What most people don't realize is that ...
- 5. What a lot of folks want to know is ...
- 6. My family and I deal with the same question, and what we see is ...
- 7. ...the most important point to bear in mind is...
- 8. I don't know the specific answer to that, but what I can tell you is...
- 9. That's not how we see it. What we see is ...
- 10. We hear this a lot. But the truth is ...



Key Takeaways

- 1. Remember why this matters
- 2. Understand your audience
- 3. Be human first
- 4. Admit what you don't know
- 5. Remember:

It's not really about you

