

Messaging 101

Mike Miller, Brown · Miller Communications
Muriel Bañares, Brown · Miller Communications

June 11, 2025



AGENDA

Introduction

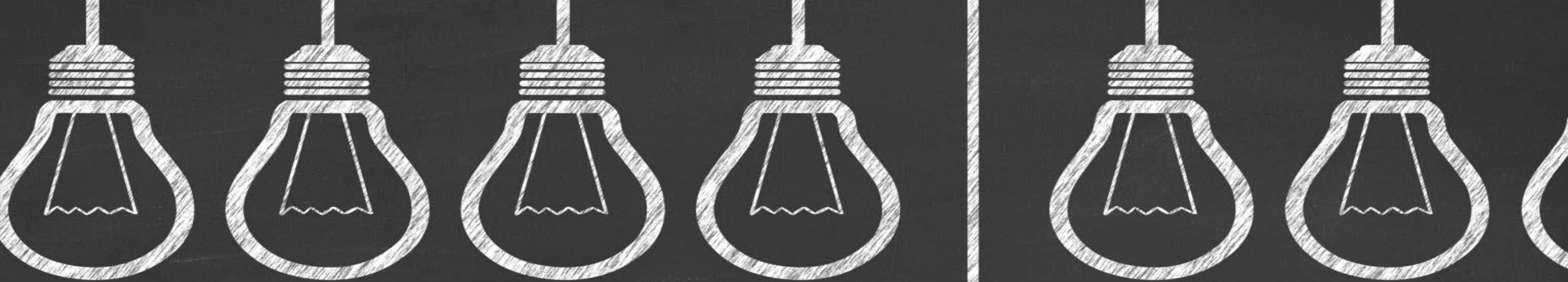
Communications Essentials

Message Development

Closing Remarks

Session Objectives

- » Cut Through the Noise
- » Craft Powerful Messages
- » Audience First
- » Tell Stories that Stick
- » Be a Trusted Voice



- » Know your audience
- » Know your issue
- » Know what you want to achieve
- » Message appropriately

Cut Through the Noise

Know Your Audience

- » What matters to them?
- » What's the benefit or risk?
- » Who influences their thoughts and behaviors?



Message Frame

WHAT does your audience need to know?

WHY should they care?

ACTION What **ONE** action do you want them to take?

TELL A COMPELLING STORY

Your Power: Tell A Compelling Story

- Supports message
- Humanizes issue
- Brings data to life
- Memorable
- Repeatable
- Inspires change



Sample Message

WHAT: One in four children come to school hungry at ABC school, according to a study released today.

WHY: Well-nourished children learn more, earn higher grades, behave better in class and are less likely to miss school because of illness.

ACTION: The ABC school PTA urges the food service director to investigate whether federal money is available to offer a breakfast before the bell program.

STORY: In my practice I see patients who have to choose between buying food and paying the rent. Let me tell you about the Brown family . . .

Questions and Answers



Keep the Conversation Going

Contact:

Mike Miller, President

mike@brownmillerpr.com

Muriel Bañares, Account Manager

muriel@brownmillerpr.com

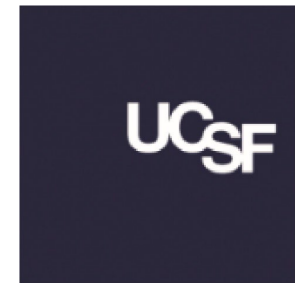


Brown-Miller Communications
(925) 370-9777

Thank you



www.championprovider.ucsf.edu
championprovider@ucsf.edu



Funded, in part, by USDA SNAP-Ed, an equal opportunity provider and employer.