

# Engaging with your audiences

Carbon Pricing Communications Training

Session 4



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# Learning objectives

- Understand the role of communicators and the means to identify, support and amplify peer messengers
- Get insight on how to identify trusted communicators and the role of authenticity and authority
- Understand the process of enabling and supporting communicators
- Understand the practical tools for promoting a message using a wide range of communications media and tools

# Choosing communicators

Carbon Pricing Communications Training

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# Choosing the right communicator

“The messenger in politics is far more important than the message because people tend to distrust what they hear from actors who do not share their worldviews and their values. It’s a fact of human psychology. If we are going to engage conservative audiences then communications have to be forwarded by conservatives.”

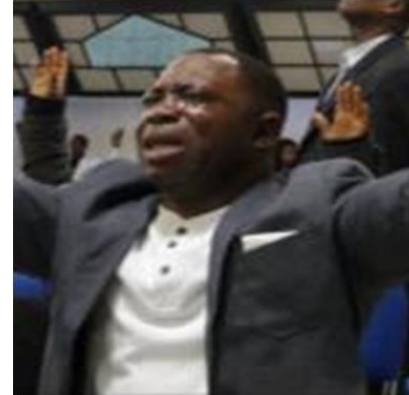
- Jerry Taylor, President, Niskanen Center

# Trusted messengers

Accountable



Authentic



Share our  
worldview

Well  
informed

Have  
integrity

Honest

Independent  
without  
vested  
interests



# The value of communicators

- People make decisions based on their trust in the communicator (more than raw data or pure arguments)
- A distrusted communicator can undermine support
- It will be very hard to promote any carbon pricing policy if it is opposed by trusted communicators

# Who are communicators?

The identified  
source of  
information  
and opinion

The  
government (as  
a politician or  
department)

A person, an  
institution or a  
stakeholder  
network

The media



# Group work | Identifying trusted communicators

15 minutes

Working from your analysis yesterday about your key target audiences:

Identify potential communicators in your country for each of your target audiences.

And ask: are there any well known people who would be respected and trusted across the public audience?

# A 5-step process

1. Identifying communicators
2. Informing them about the policy
3. Advising them on the research on good messaging
4. Helping them to find their own words and narratives
5. Assisting them to reach their audience

# Exercise

We are going to show you a number of video examples of people talking about carbon pricing

As you listen consider:

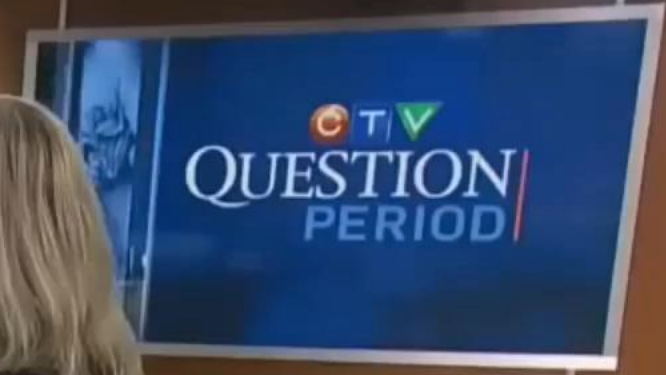
1. Are they knowledgeable?
2. Are they authentic?
3. Are they trustworthy?

Now must be our moment for action.



LEONARDO DICAPRIO  
Actor





Before we get to the details of the new plan,

AP



arirang

Issue  
**UPFRONT**

Issue  
**UPFRONT**



# Group work | Strengths and weaknesses of communicators

10 minutes

In your groups

Discuss these communicators and their strengths and weaknesses.

Ask:

- Which audiences would they work well for?
- Which audiences would they not work well for?



# Questions?



# Coffee break

(10 minutes)

