



# Who is hearing your message and why?

The elephant  
(and other savanna animals)  
in the room

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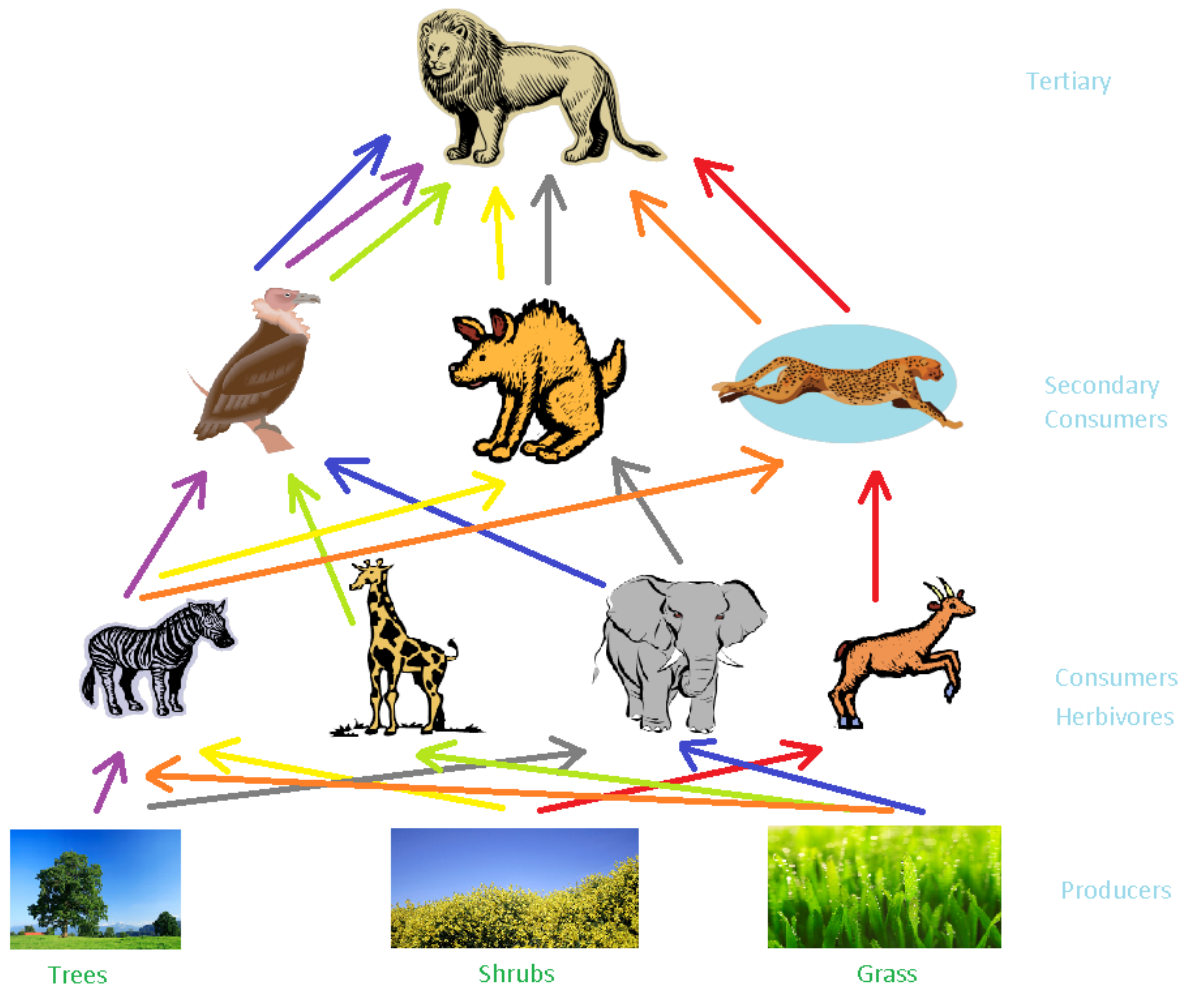


Q: How do you talk to legislators  
about biosolids?

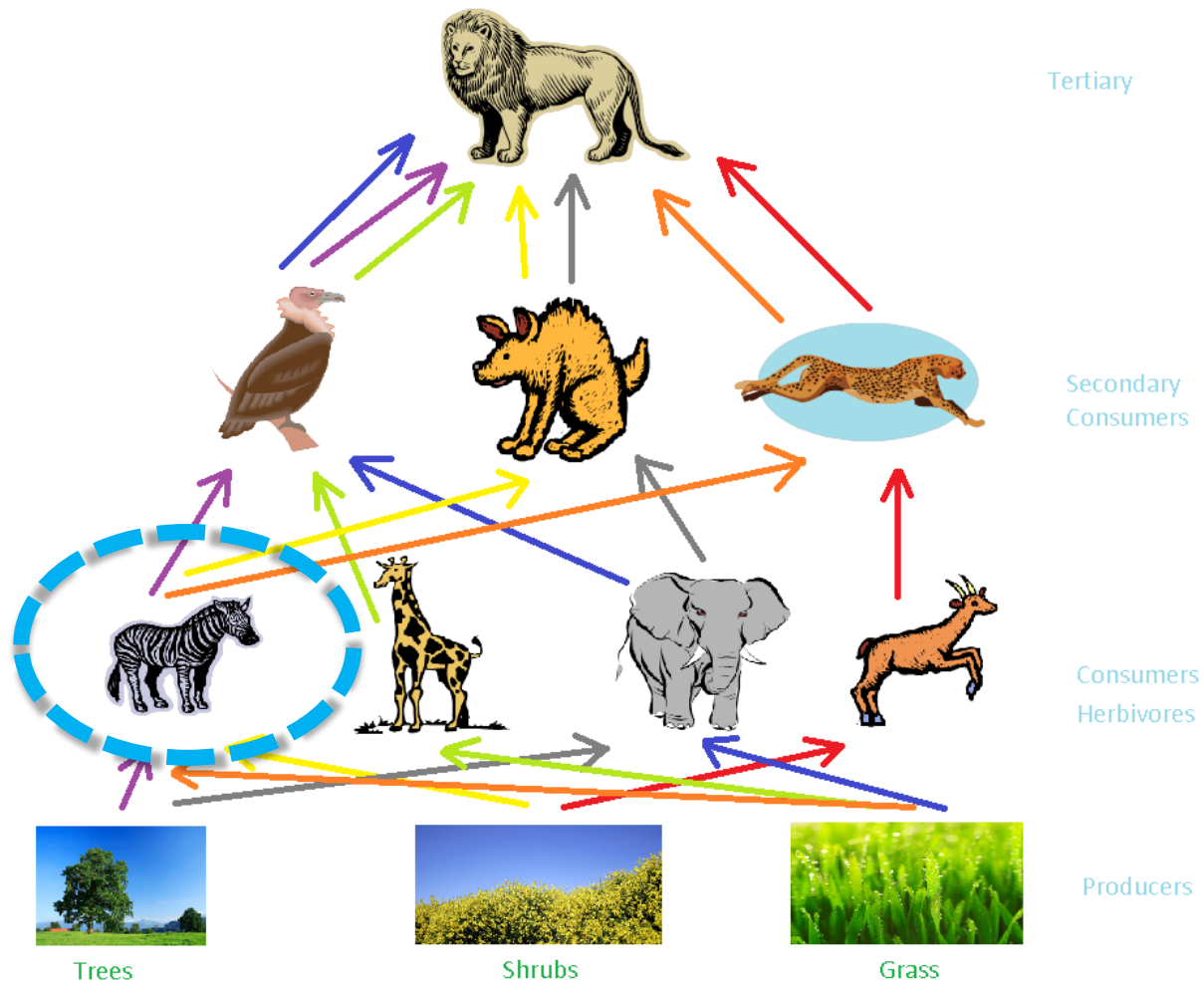
A: Ack!

# Key Action Steps

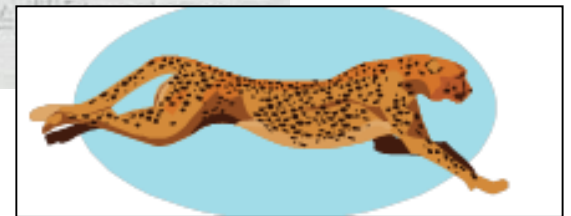
- Where does the ball lie?
- Sort out the power “food chain”
- Who is the driver of the concern?
- Identify the key issues of the driver
- Tailor your message depending on who in the food chain you are talking with



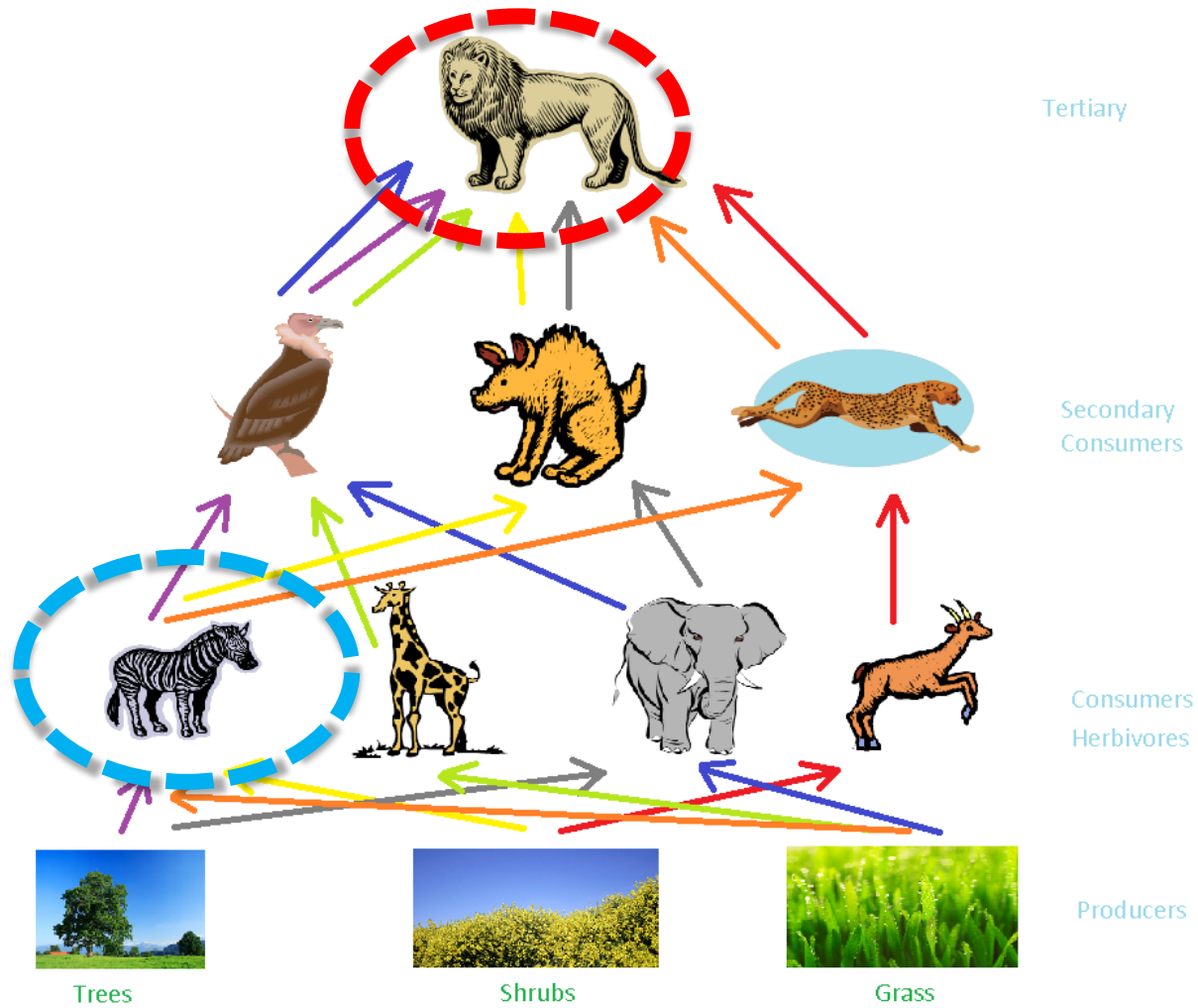
# Power “food chain” in the savanna



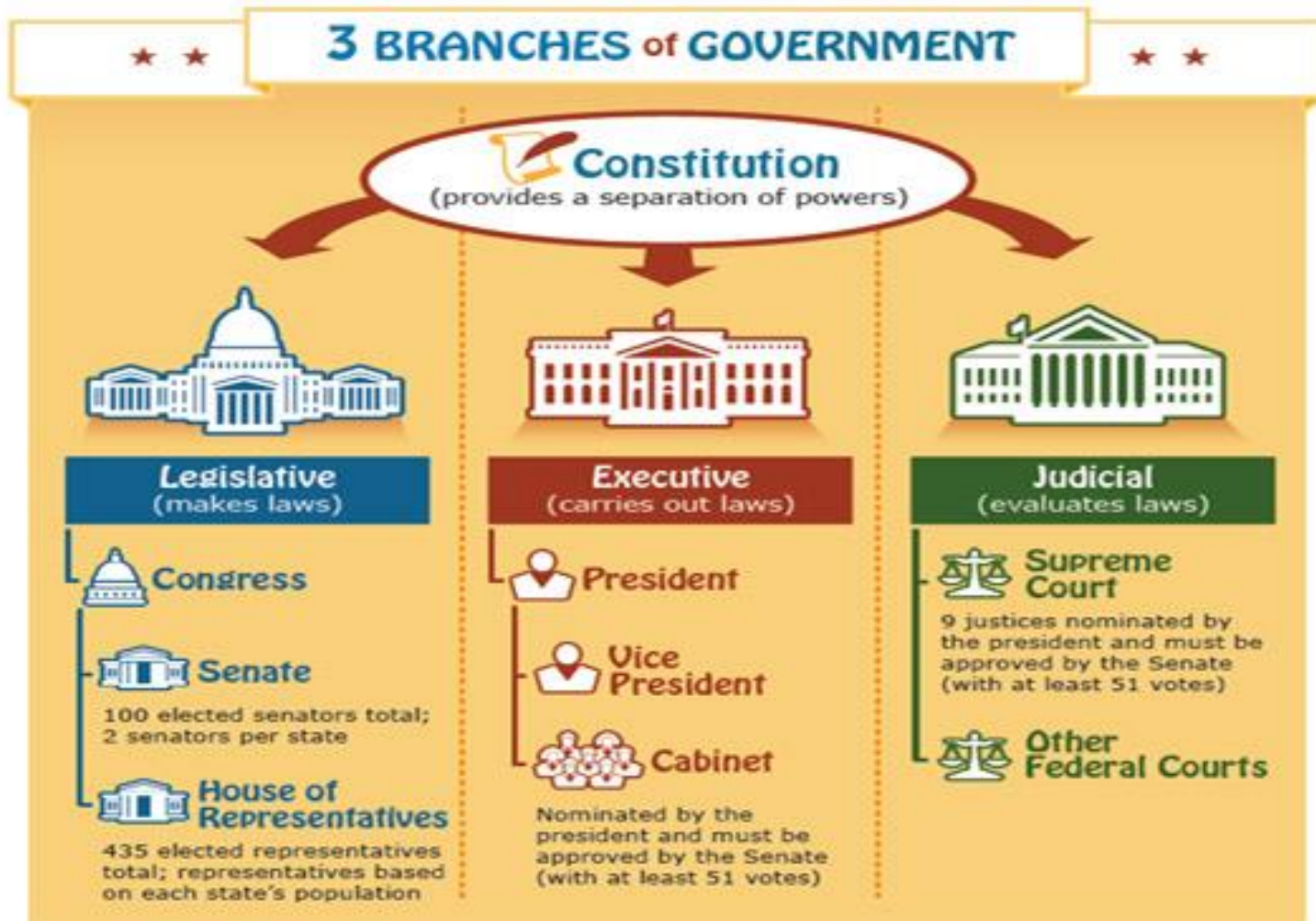
Where does the ball lie?  
Who is the key player?



What is the power “food chain”?

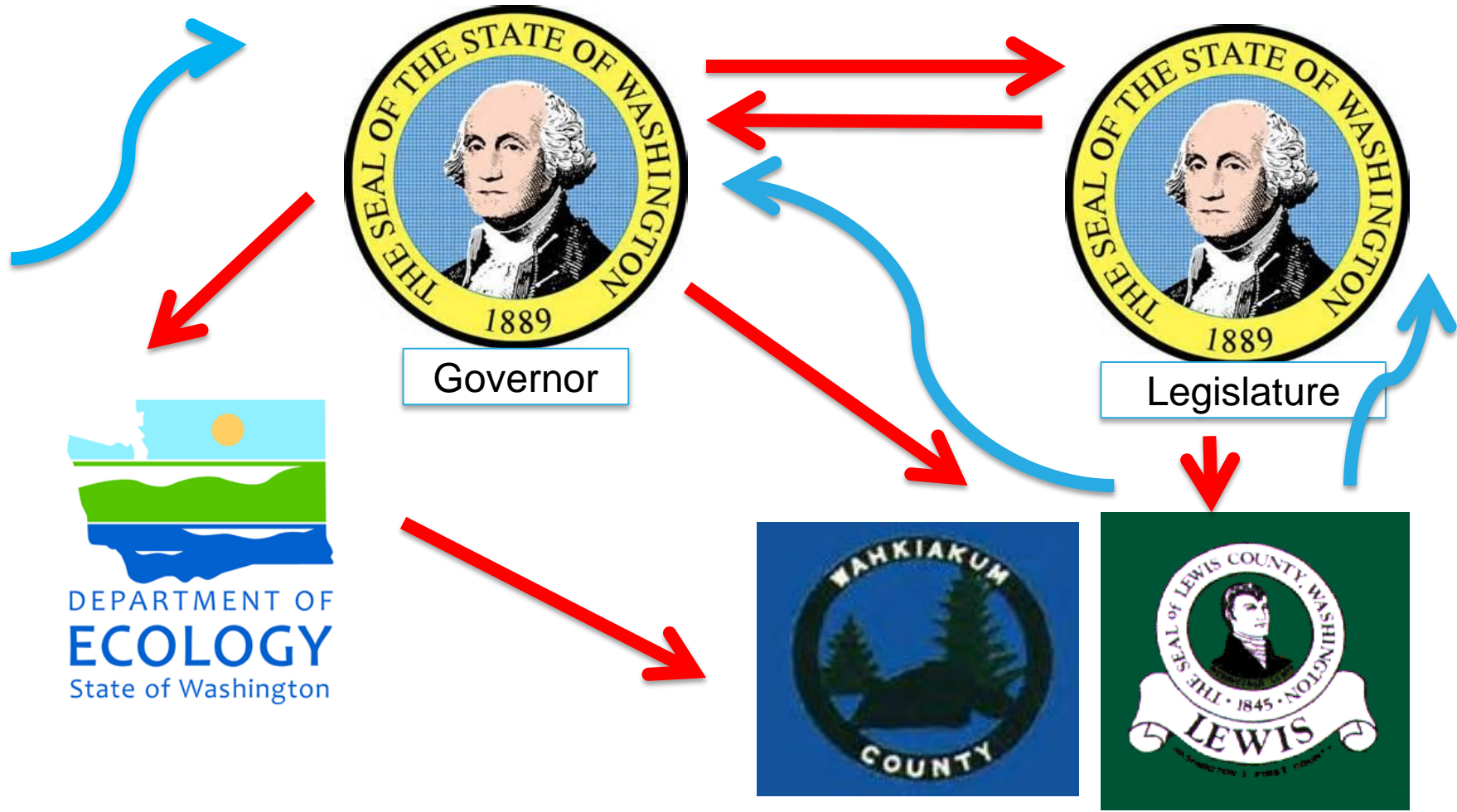


# Power “food chain”

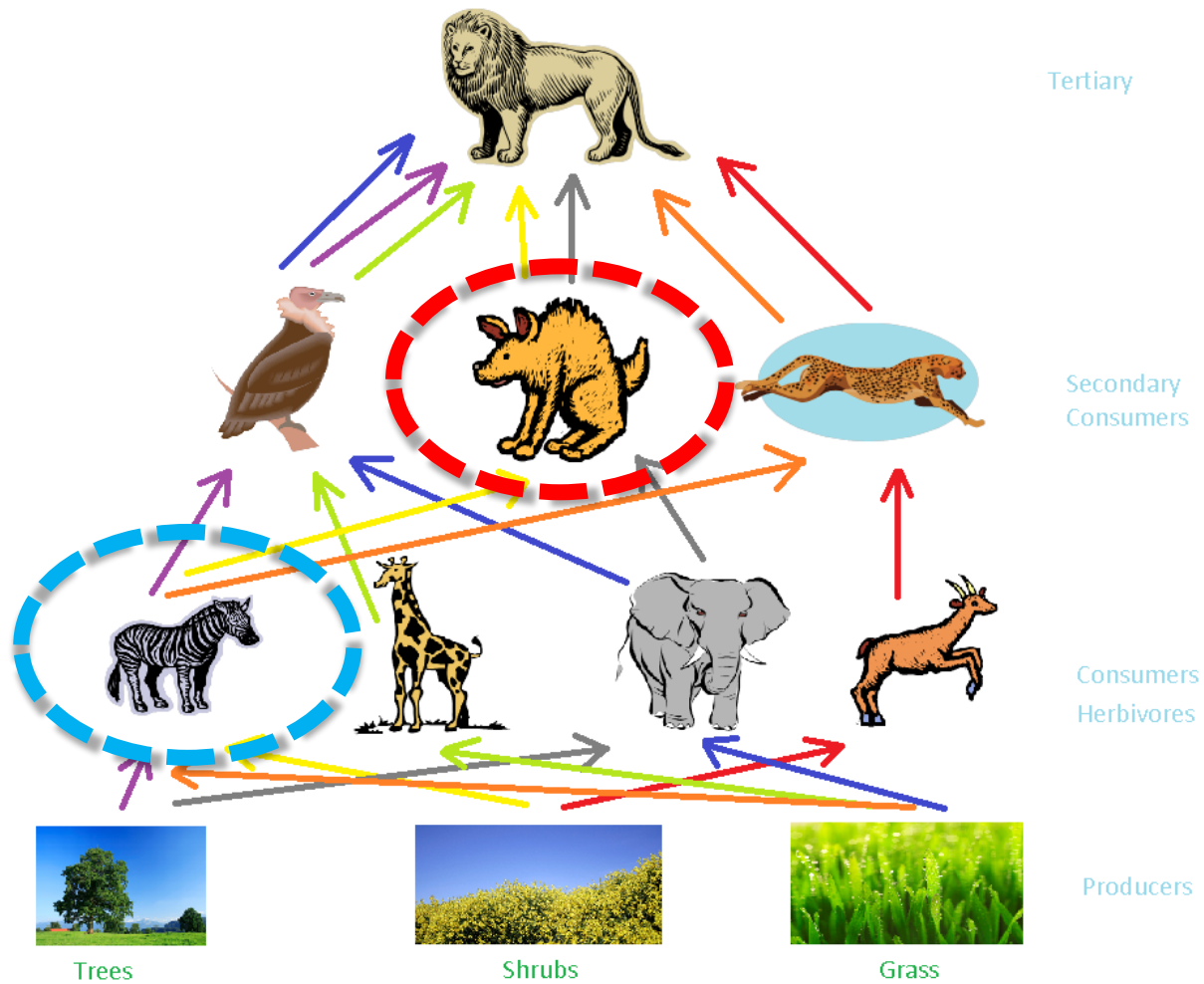


Power “food chain” = basic civics





Let's draw a "food chain"

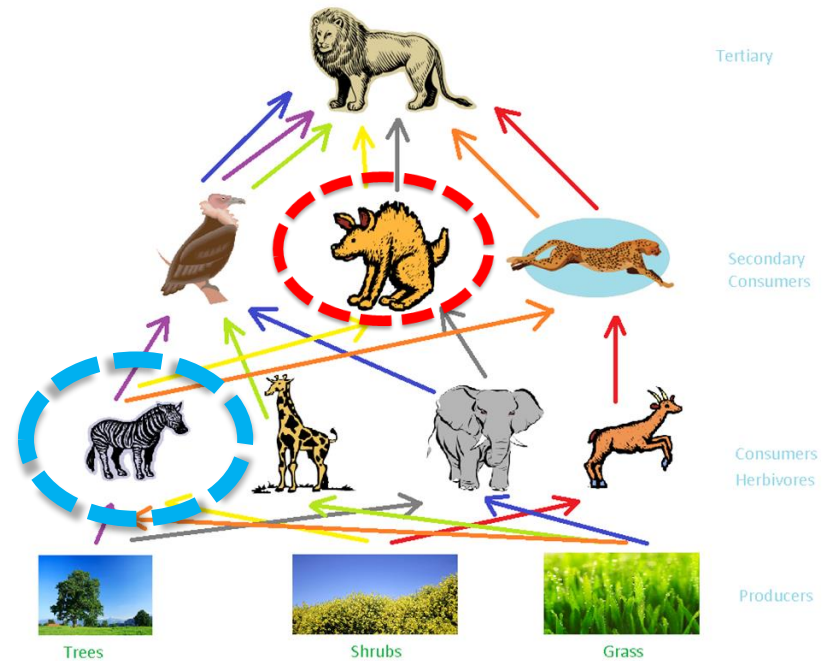


Who is the driver of the concern?  
 What are their issues?

# The hard part is done

## Next:

- Address the issues of the driver.
- Tailor the message according to who in the food chain you're talking to.



# Key Action Steps

- Where does the ball lie?
- Sort out the power “food chain”
- Who is the driver of the concern?
- Identify the key issues of the driver
- Tailor your message depending on who in the food chain you are talking with

# Questions?



FreakingNews.com

King County  
legislator  
(bill sponsor)

Eastern WA  
legislator

Wastewater  
treatment  
agency

Organic food  
advocacy  
group

WA farmer

WA food  
processor

Local/small  
business advocacy  
group

# Mapping Exercise: food labeling

# Thank you!

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