



EXERCISE

MULTIPLE AUDIENCES & SHARED VALUES

Often we want to speak to a couple of audience groups. In such cases, we might develop specific narratives for each audience. But say that's not possible. How do we create a story that can appeal to both?



Imagine that you're sitting on a park bench with representatives of both groups. Now ask yourself: how would you speak about the issue you're working on to make it compelling to both groups? What are the shared values, and thus, the shared deep frames between your audiences? Tell your story by appealing to them.

Below is a visual of this basic but powerful concept from George Lakoff:

