

We know that our beliefs in free enterprise, limited government, individual freedom, traditional American values, and a strong national defense work for everyone. But it's not enough to know these things; we must convince others that these principles that feed freedom do, indeed, feed freedom for everyone. As Ed Feulner has said, "Now is the time for conservatism to aggressively take the lead."

As we saturate media markets with the conservative message and product, we should do so with the proper tone and thoughtful language for our time - using words and images that real Americans can relate to and embrace. We should always keep in mind what Dale Carnegie so aptly observed: "When dealing with people, remember you are not dealing with creatures of logic, but with creatures of emotion."

of our target audiences has changed, so too, must the packaging and appeal of our messages. We live in an age where far too many good, decent Americans are distrustful of government and politics and all of those involved.

These people care about their families, their schools and their freedoms. The American populace is more conservative than ever before. If they understand our messages and why they are important to their own children, I am convinced that many of them will become involved and support conservative principles.

We can expand the audience that responds to our message by employing market research techniques like polling and the identification of consumer trend analysis. We must be better at discovering how to package our messages in a manner that reflects our true intentions.

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CONSERVATIVES AND THE CHANGING FACE OF THE NEWSROOM

by Rebecca Hagelin

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Thus, every press release, op-ed article, media appearance, marketing campaign, and interview should not only reflect a storyline that Americans can relate to, but also include what I refer to as the "lifeline" - why does our particular position at any given time on any given issue really make a difference in the life of the reader or the viewer?

And, when dealing with the media we should keep in mind the changing nature of this audience. In 1982, minorities made up only 5.5% of media; today, that figure is 12.1%. Since 1982, the number of women in the newsroom has nearly doubled, from less than 20% to nearly 37%.

Of course, conservatism and conservative principles and ideals are color-blind and gender-neutral. But just as the composition

"If ideas were the only thing that mattered," as Ed Feulner has rightly said, "then we could quickly claim victory and go home." But, to make our message truly resonate with any audience, we must identify and develop that emotional lifeline to imbed our message securely in their hearts.

Rebecca Hagelin is Vice President of Communications and Marketing at the The Heritage Foundation. This article is adapted from remarks made at the 2003 Heritage Foundation Staff Retreat.