

# WINNING WITH WORDS: PERSUASIVE WRITING

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# THE BASICS

# MEDIA TYPES

Traditional Print Publications

Online Outlets

Social Media

Radio

Television

Do It Yourself (you can be media, too!)

# WHAT WE'LL TACKLE TODAY

*Traditional Print Publications*

*Online Outlets*

*Social Media*

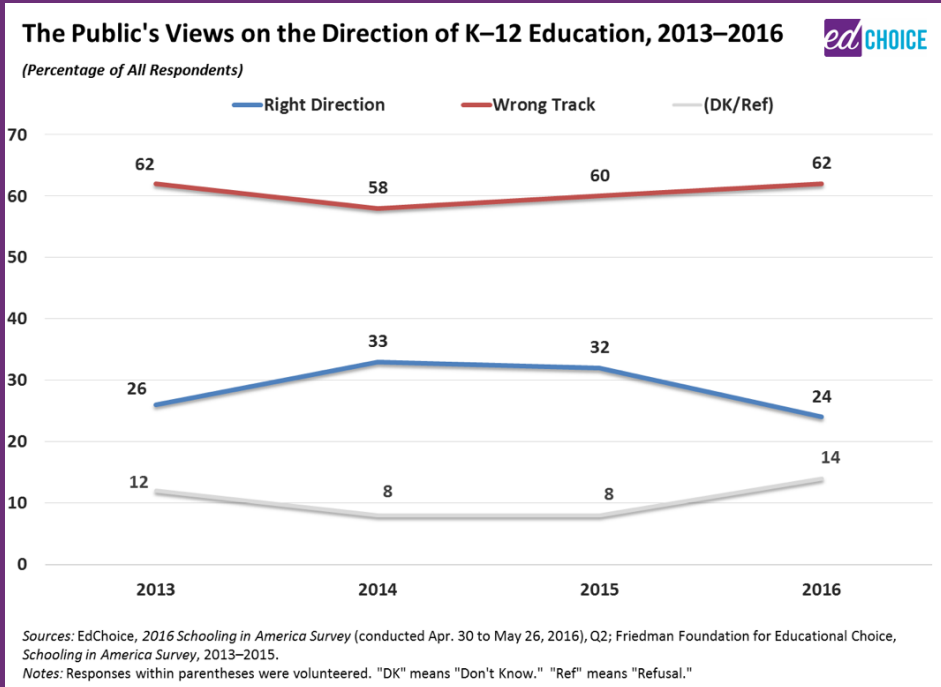
# WRITING TO WIN

# DEFINE WINNING, PLEASE

Getting your message across clearly,  
respectfully and persuasively.

It's a marathon, not a sprint.

# WE'RE ALREADY WINNING



# WE'RE ALREADY WINNING

**TABLE 3. Generational Preferences for School Types: Composite Results, 2016**

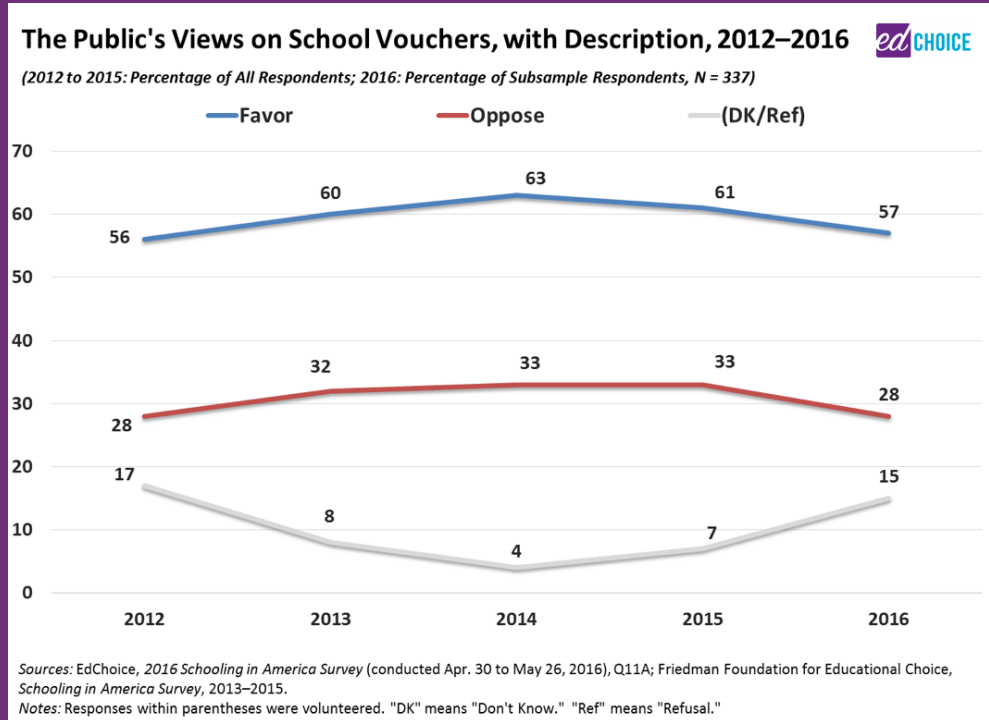


*Composite Averages Based on Two Question Versions and Corresponding Split Sample Responses*

	Charter School	Home School	Private School	Public School	N =
	%	%	%	%	
<b>MILLENNIAL</b>	<b>11</b>	<b>12</b>	<b>38</b>	<b>30</b>	<b>516</b>
<b>Generation X</b>	<b>12</b>	<b>9</b>	<b>43</b>	<b>27</b>	<b>219</b>
<b>Baby Boomer</b>	<b>9</b>	<b>12</b>	<b>46</b>	<b>26</b>	<b>379</b>
<b>Silent</b>	<b>9</b>	<b>8</b>	<b>46</b>	<b>31</b>	<b>127</b>
<b>National Average</b>	<b>11</b>	<b>10</b>	<b>42</b>	<b>28</b>	<b>1,001</b>



# WE'RE ALREADY WINNING



# WRITING TO WIN

# THREE BASIC TIPS

1. Always use the active voice (things you are doing, not things done to you)
2. Keep it simple (words and story).
3. Sit on it before you send it.

# LETTERS TO THE EDITOR

A short, sweet, easy way to tell your story or respond to someone else's assertions.

# LETTERS TO THE EDITOR

Typically 250-350 words, but can be longer for a featured op-ed.

LET'S WRITE ONE!

Why do you support  
school choice?

# LET'S SHARE

One volunteer to read your first paragraph.

One volunteer to read your last paragraph.

# SOCIAL MEDIA

The most dangerous of media  
because it feels so personal and  
insulated.



# WE ALL HAVE THAT ONE FACEBOOK FRIEND...

Your friend/crazy relative/neighbor just posted a story about private school vouchers draining resources from local public schools.

# SOCIAL MEDIA

How did it make you feel?

If I asked you to do it again, would you write something different?

# TRADITIONAL MEDIA

If you're able to respond in writing to a reporter inquiry, you have total control of your story.

# TRADITIONAL MEDIA

What are they looking for?

Stay in your lane!

# PRINT REPORTER ON DEADLINE NEEDS YOUR FEEDBACK...

Legislation to expand the voucher program has passed the Indiana House. What do you think?

# PRINT REPORTER ON DEADLINE NEEDS YOUR FEEDBACK...

How much did you write?

What did you write as the quote you  
wanted to be used?

# REMEMBER THE BASICS

1. Active voice
2. Keep it simple
3. Take a deep breath

**When in doubt, ask for help:**

Call a friend or send it to your friends at  
EdChoice: [jennifer@edchoice.org](mailto:jennifer@edchoice.org)





# MY LAST PIECE OF ADVICE



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