

---

## Sticky Message of the Month – February 2009

“From my experience there (Northern Ireland), I formed the conviction that there is no such thing as a conflict that can’t be ended. Conflicts are created, conducted and sustained by human beings. They can be ended by human beings.”

***What’s a “Sticky Message?”***

A “sticky message” is a statement that easily stands out in a speech or is a key quote in a news article. It’s the one the reporter instantly says: “That’s going to make it in my piece.” It’s one that is easily remembered by the reader, viewer or listener.

***What made this month’s sticky message?***

Sen. George Mitchell on becoming President Obama’s envoy to the Middle East

***What made it sticky?***

It sticks because it invokes places – Northern Ireland and the Middle East. It clearly has “conflict”. It is striking in the stark simplicity of the words.

Have you read or created a quote that qualifies as the “Sticky Message of the Month?” Let us know. Send to [stickymessage@commcoreconsulting.com](mailto:stickymessage@commcoreconsulting.com)