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## Sticky Message of the Month – February 2009

**“We can’t embrace the losing formula that offers more tax cuts as the only answer to every problem we face, while ignoring critical challenges like our addiction to foreign oil, the soaring cost of health care, failing schools and crumbling bridges, roads and levees. I don’t care whether you’re driving a hybrid or an SUV – if you’re headed for a cliff, you have to change direction.”**

### *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?*

President Obama’s address about the stimulus plan to Democratic congressional leaders in Williamsburg, VA.

### *What made it sticky?*

It sticks because it transforms a standard government policy line about tax cuts, energy, health care, education, and infrastructure into a visual and relevant punch line. It’s also a message that works outside the political arena; it stands as a classic leadership challenge for all sectors of society.

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)