
Sticky Message of the Month – July 2009

“In television interviews she was out of her depth in a shallow pool.”

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?

Conservative Republican Commentator Peggy Noonan in a recent Wall Street Journal Op-Ed highly critical of Sarah Palin and her impact on the future of the Republican Party. Noonan was President Reagan’s principal White House speech writer for several years.

What made it sticky?

The memorable 13-word phrase is concise, trenchant and visual. Its brevity powerfully conveys the author’s dismissive disdain for Palin. Noonan’s visual of the former Vice Presidential candidate as unable to stay above water in the shallow end of a pool dramatically highlights the author’s opinion of her prospects for political survival, as well as the image of her dragging the GOP underwater with her.

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