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## Sticky Message of the Month – May 2009

Submitted by:

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“Nowhere but in the bizarre world of New York State government would school budgets be raided to fund a transit system....The MTA’s plan would create a revenue stream that could be tapped whenever the MTA needed another bailout. We must tell Albany that schools are not an ATM that can be drained to meet the funding responsibilities of other levels of government.”

### *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?*

Jim Kaden, president of the Nassau-Suffolk School Boards Association, at a tax rally held on Long Island, NY.

### *What made it sticky?*

Though a tried-and-true tack to use the ATM analogy for an “open wallet,” it was particularly effective in this case because ATM is an anagram for MTA. The connection of the MTA to an ATM feeding out cash is striking and memorable.

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)