
Sticky Message of the Month - November 2008

“There will be setbacks and false starts. There are many who won’t agree with every decision or policy I make as president, and we know that government can’t solve all problems. But I will always be honest with you about the challenges we face. I will listen to you, especially when we disagree. And above all I will ask you to join in the work of remaking this nation the only way it’s been done by America for 221 years – block by block, brick by brick, calloused hand by calloused hand.”

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-Elect Barack Obama’s victory speech to hundreds of thousands of supporters in Chicago’s Grant Park, and to a worldwide television audience

What made it sticky?

It combined the realization of Obama’s sudden change of status from candidate to president-elect through his clear warning about the difficulties ahead, with the soaring rhetoric and imagery about America’s working class strength that inspired millions to raise him from obscurity to the highest office in the land. He sent a message of both cautious realism and idealistic hope in one paragraph by wrapping each in American values of integrity and openness, and in Norman Rockwell-like imagery.

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