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## Sticky Message of the Month - October 2008

“Government owning a stake in any private U.S. company is objectionable to most Americans – me included. Yet the alternative of leaving businesses and consumers without access to financing is totally unacceptable.”

### **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?**

U.S. Secretary of the Treasury Henry Paulson discussing the US Treasury plan to invest in several US Banks and Thrifts.

### **What made it sticky?**

In two sentences Secretary Paulson managed to capture conflict and controversy. It's also sticky because the statement has both problem and solution. One more sticky reason is because it's unexpected; the last thing one would expect from the former head of Goldman Sachs is support for government ownership of a U.S. company.

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)