

Sticky Message of the Month - September 2008



"The act of texting automatically removes 10 IQ points"

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?

As Text Messages Fly, Danger Lurks, by Jennifer Steinhauer and Laura Holson, (NY Times, 9/19/08), technology trend forecaster Paul Saffo was not only quoted in the body of the article, the editors selected it as the caption of the accompanying picture.

What made it sticky?

It was sticky because it is concise, visual and startling. In one phrase, Saffo connected two images: IQ tests and texting.

Below is the link, see for yourself:

http://www.nytimes.com/2008/09/20/us/20messaging.html?pagewanted=2&_r=1

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