

Talking Point and Sound Bite Planner

What is your (private) goal for this media appearance (or newspaper interview)?

Who are you?

Why are you here (why are you important or why is your issue important)?

How can you be reached (what is the official contact info)?

First talking point:

Second talking point:

Third talking point:

Sound bite #1:

Sound bite #2:

(Sound bites should feature bold action words and express feeling. They can be humorous or serious. They can use analogy, play on a cliché, offer examples, or relate to pop culture. And they can take the form of rhetorical questions or even go on the offensive.)

General Talking Points for Local CoR Media Campaigns

1) You aren't alone

Our effort is primarily to reach out to nontheists, to secularists and others like us, to let them know they aren't alone, that there is a community of reason that exists for them. Our central goal is thus to help like-minded people find local groups where they can meet others who share the idea that human beings can be good without a god belief.

a) All nontheistic groups aren't alike

We want to help freethinking people find the local group that's right for them. One size doesn't fit all. So our coalition website lists a number of groups to choose from. In the community of reason, some groups feature lectures, others focus on discussion and camaraderie, and still others build a community. Some groups are more philosophical in nature while others may be political and activist. We hope there's something for every independent mind.

2) You have nontheistic neighbors

Our secondary aim is awareness: to help inform the public that nontheistic people exist in the larger community. We are your friends and neighbors, family members and co-workers, and maybe even your fellow religious congregants. There are more of us than you might think.

a) You can be good without God

Related to this, we'd like people to discuss our idea that theology is unnecessary for morality.

3) Public response to our efforts has been overwhelmingly positive

Wherever these media campaigns have been launched--East Coast, West Coast, North or South--people of like mind have expressed their gratitude and encouragement. Such positive comments have usually been the vast majority of all those received. Negative comments have therefore been minimal. And the usual idea expressed by those who disagree is simply to say that they will pray for our souls. Personal threats are almost nonexistent.

a) We aren't attacking anyone

Our billboard ads don't attack anyone's religion. The word "God" is intended only generically as "supreme being." Thus no particular religion's god is being singled out for challenge. And we aren't trying to convert anybody to atheism. So if somebody feels attacked, perhaps they are just uncomfortable with the fact that folks like us exist, or that we aren't keeping silent.