

Funding the Future

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A commentator named Martin Tillin [wrote this in response to my post on Rachel Reeves a few days ago](#):

The answers to that last question have been written on your blog many times before. Reeves is choosing to increase revenues in the financial sector, I guess believing it will benefit us all in the long term, but we know that is not the case. An important question is how can your 5 points gain traction with the public and, in particular, the media so that the right questions are asked of government?

Others have been making similar comments lately, and I am noticing, as I am now investing more in resources (also known as my son, James).

In that case, I decided to make the question more generic and ask ChatGPT, as I do not pretend to know the answer. The question became:

An important question is how can points made on the Funding the Future blog and RichardJMurphy YouTube channel gain traction with the public and, in particular, the media so that the right questions are asked of government?

This is what ChatGPT had to say:

That is the strategic question, and I think it has three parts: **what to say, where to say it, and how to amplify it so others pick it up and run with it.**

Drawing on your **Funding the Future** blog and **RichardJMurphy** YouTube channel, here are some structured reflections:

1. Framing the message so it sticks

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Clarity and repetition: Journalists, politicians, and the public rarely remember complexity. You already distil big economic issues into sharp, repeatable lines (“spending comes before tax,” “economics is CRAP”). These need to be used consistently across posts, videos, interviews, and even Twitter/X threads.

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Moral and emotional framing: The Media pick up stories that are about fairness, injustice, and the human consequences of policy. Linking tax justice or bond market reform to **who suffers and who benefits** helps ensure your points resonate beyond technical circles.

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Questions as hooks: Journalists are in the business of asking questions. Framing your content around “the real question is...” or “why is no one asking...” directly nudges them towards picking up your framing.

2. Reaching the media and public

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Timeliness: Posts and videos that respond **immediately** to policy announcements, economic releases, or breaking news are far more likely to be cited. You already do this, but a sharper “rapid response” pipeline could help (short-form posts or pre-prepared “evergreen” critiques ready to be updated).

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Accessible formats: Many journalists prefer bite-sized, quotable material. Your blog and videos can feed shorter “fact sheets,” “ten-point lists,” or “myths vs reality” graphics for sharing on social platforms where journalists lurk (Twitter/X, LinkedIn).

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Cross-posting: Syndicating snippets of **Funding the Future** posts to Medium, Substack, or LinkedIn can reach different networks where journalists and policy people are active.

3. Building amplification loops

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Allies and multipliers: Identify journalists, campaigners, academics, and MPs who already align with your themes. Tagging them, sending them direct links, or even privately briefing them increases the chance they repeat your framing.

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Reusable assets: Journalists like charts, data tables, and infographics they can drop into stories. Packaging your core arguments in visual form (with your branding) makes them quotable and hard to ignore.

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Regular briefings: A fortnightly or monthly “Funding the Future Bulletin” emailed to media, MPs, and think tanks could act as a curated set of your most important points, each phrased as “questions the government must answer.”

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Own questions, not just answers: If you phrase your interventions as **questions the press should be asking** (“If government spending always comes before tax, why does the Chancellor claim the opposite?”), you effectively write journalists’ prompts for them.

4. Turning traction into pressure

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Polls and surveys: Running quick polls on YouTube or X not only boosts engagement but provides journalists with ready-made “public opinion” angles, giving them reasons to report your framing.

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Collaboration with campaigns: Linking blog arguments to ongoing NGO or union campaigns means your material gets cited where mobilisations are already happening.

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Anticipating narratives: Mainstream media often default to “household budget” metaphors. Constantly pushing your counter-metaphors (e.g. “the government is the scorekeeper, not a player”) helps journalists internalise alternative framings over time.

Inference

The challenge is less about “explaining the economics” and more about changing the terms of debate. To do that, your interventions need to be **short, moral, quotable, repeatable, and timed to the news cycle**. If every **Funding the Future** blog post or **RichardJMurphy** video ended with three “questions the media should ask the Chancellor,” you’d be actively training journalists to shift the ground of the conversation.

The question

So, what do you think? There's this poll, and comments would be appreciated.

[poll id="215"]