

So, what is framing anyway?



- Framing is the interaction between how information is packaged and prepared for others to receive it and how it is received and perceived.
- What is in the frame – and what is left out – all shape what you see.
- Your interpretation of the images is shaped by “conceptual frames,” categories or ways of seeing things and how you have learned to think about these images over time.

Framing = the story + how we see it

The Meta Message Battle

Ours

IT'S THE SYSTEM. Poverty and other economic problems are not "natural" phenomena. They are caused by policy decisions and system failings. Fixing them will require systemic approaches.

WE ALL DESERVE GOOD. All human beings have certain rights. At minimum, we must ensure that people have the basics they need to survive.

DEMOCRACY WORKS. Government is where we can come together to manage social issues for the common good. It should be transparent and accountable and everyone should have a voice, especially those most affected by the issues at hand.

WE ARE PART OF THE WORLD. As global citizens we are interconnected and responsible for each other. We have much to learn from other nations.

Theirs

GET YOUR BOOTSTRAP ON. Poverty is the result of lack of initiative or individual or cultural failing. You cannot fix it.

YOU PEOPLE CAN'T HANDLE GOOD. And trying to do "them" good is a waste of precious resources.

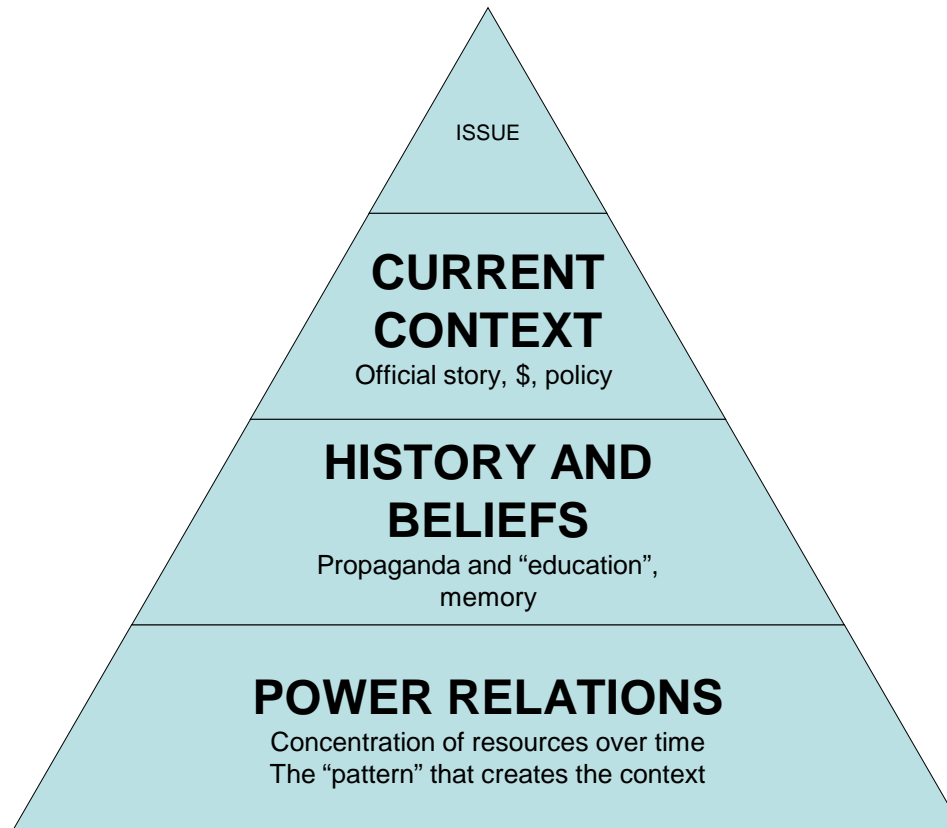
YOU NEED A GENERAL. Government is ineffective. Collaboration is messy. Governance should be the bailiwick of a few, smart "leaders" if you want it done right.

U.S.A. RULES. We tell others what to do and when to do it and there's nothing they can teach us (especially if they are people of color).

What we're basically saying

- The problem exists
- It's structural
- Something can be done

ANATOMY OF AN ISSUE



In Groups: 10 minutes

Discuss the pyramid for
redistricting

LOOKING AT REDISTRICTING



Fair
representation

“Post”/Postal racial;
budget cuts, changing
demographics...?

Unrepresentative system...?
(electoral college, senate, etc.)

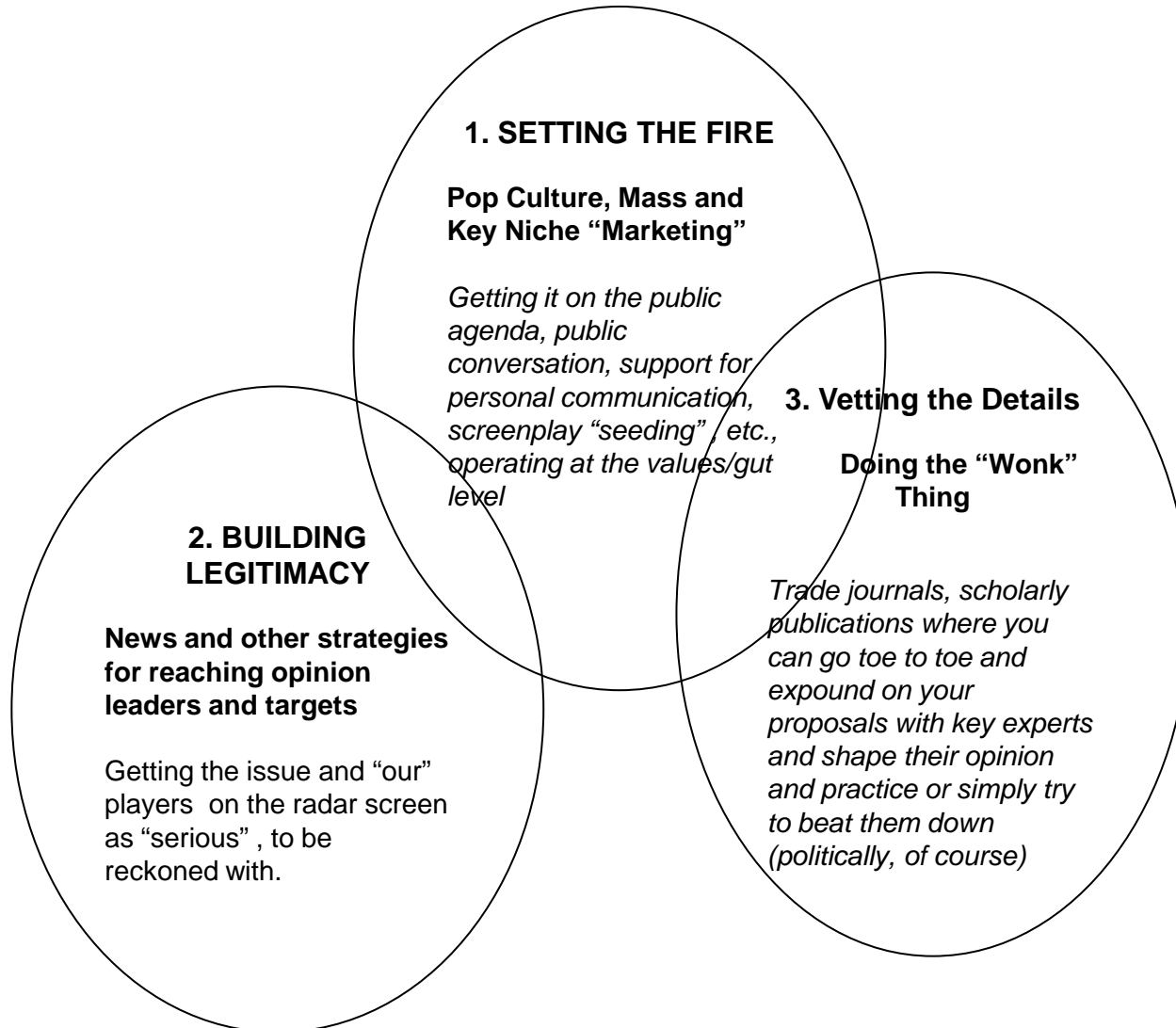
Racism, white privilege...?

The current conversation: a sample

- <http://www.youtube.com/watch?v=s4jxpKhlKqE>

Working the Public Conversation at All Levels

The Challenge of Redistricting: Don't Get Stuck at Level 3



Brainstorm in “regional” groups: Reflect on the power grid...

- What do we want?
- Who are our core groups/constituencies?
- Take notes

Who are we talking to?

- The opposition?
- The target?
- Our base and likely allies?
- All of the above?

Building Support: Niche by Niche



1. Those who need to do something about it (e.g., people of color experiencing injustice)

2. Those who care about the people affected (e.g., friends, spouses, relatives)

3. Those whose work and way of living can bring them into direct conflict with racist values (e.g., public health, teachers, service workers, etc.)


4. Those likely to share core values as a result of their experiences (e.g., anti-racism training alumni, people who viewed films that convey our issues, people with a history of activism, etc.)

Convincing the Opposition

What happens when we prioritize their “information gap”

- Resources invested in groups that know them and look like *them* to get to know them better
- Focus on high ticket, blanket “mainstream” communications
- Tends to separate communications from organizing; little coordination
- Emphasizes “centrism”
- Shift resources away from organizing and other forms of personal communication strategies
- Can increase marginalization

Key Communications Objectives

Other Core Audiences	What We Need to Communicate	Policymakers
Where on the support continuum		Where on the support continuum
Unaware or on the fence	it's important, it matters, our proposals are reasonable, necessary, fair and practical	Unaware or on the fence
Contemplating action/ready to act	Who else has done it, how they did it: jump in the water is fine	Contemplating action/ready to act
Actively engaged in fair representation efforts	Kudos, support, affirmation and they are part of a growing movement	Actively engaged in fair representation efforts
Opposed to fair representation efforts	This is an unreasonable, [racist]outmoded, impractical position	Opposed to fair representation efforts

Is it just the words?

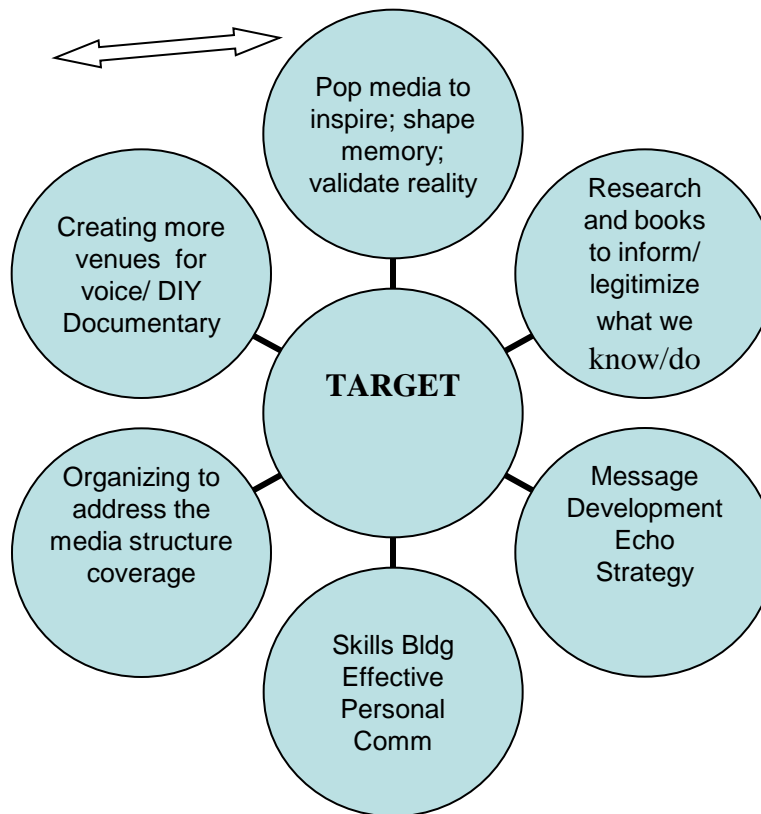
- This is more than a media project
- Addressing all the places where we “make meaning”
- Church (what is Truth), school (what is Fact), rituals (how stories become institutionalized) all are important

Principles of Effective Messaging

- Affective
- Effective
- In policy: names the target
- To the point

STRATEGIC COMMUNICATIONS

All Levels Are Key



In Small Groups

- Brainstorm a message (no more than 25 words, not a slogan but the essence of what you want to communicate)
- Reflecting on the Strategic Communications Diagram and the audiences we discussed earlier, brainstorm key outlets for disseminating your message
- Identify a recorder/reporter
- You have 20 minutes

THANK YOU!!!!

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