



# Framing right, now

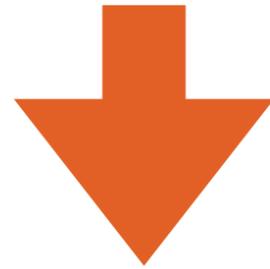
June 2020

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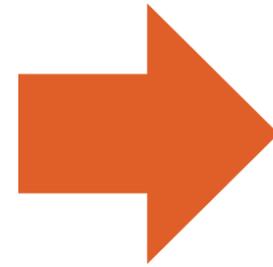
**framing =**

choices in how we present information



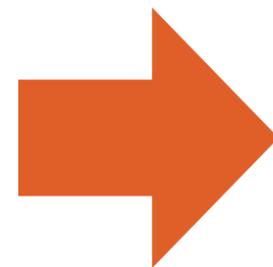
how people think/feel/act

Given the **importance of free speech**, would you favor allowing a hate group to hold a political rally?



*85% in Favor*

Given the **risk of violence**, would you favor allowing a hate group to hold a political rally?

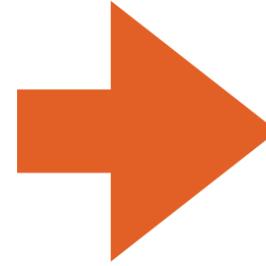


*40% in Favor*



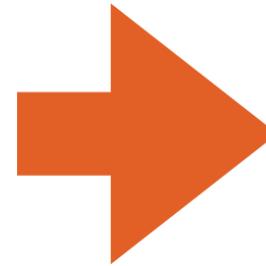
**framing (really)  
matters right now**

“Chinese virus”



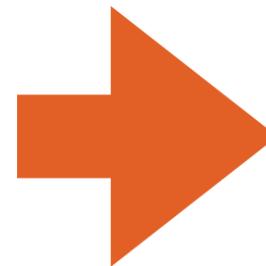
fear of other  
nationalism  
racism

“Draconian measures”



“what an overreaction!”  
information resistance  
hesitance to act

“Protect the most  
vulnerable”



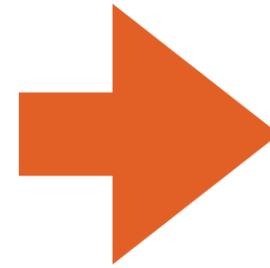
instant othering  
zero sum thinking  
stigma

**5** framing ideas  
that make a difference

#1

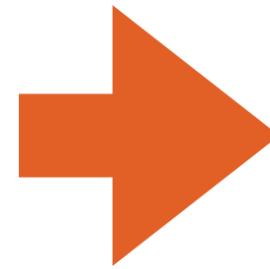
how we talk about role  
government is critical

broken  
inept  
incapable



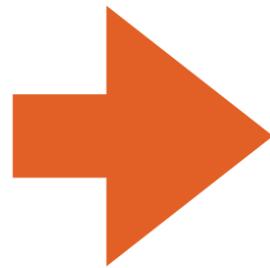
individualism  
privatization  
fatalism

over-stepping  
intrusive  
taking over



govt/families as in opposition  
resistance

important partner  
responsible/accountable



tempered individualism  
demand action  
support role for govt

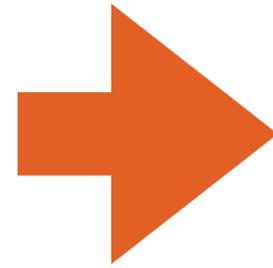
# What to do

- make clear calls for increased govt. action + responsibility
- explain govts' unique role
- be specific about what needs to happen...and what hasn't
- give sense that not only *must* it do these things, but that it *can*
- repeat

#2

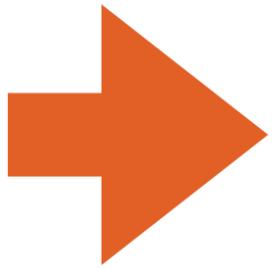
now is the time to  
rebalance individualism/collectivism

“take responsibility;  
make the right decisions”



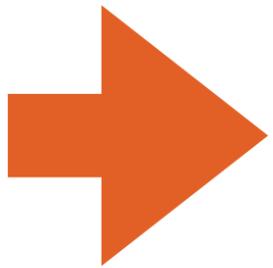
try harder  
“contextual blindness”

heroic acts



obscures govt role  
let's govt off hook

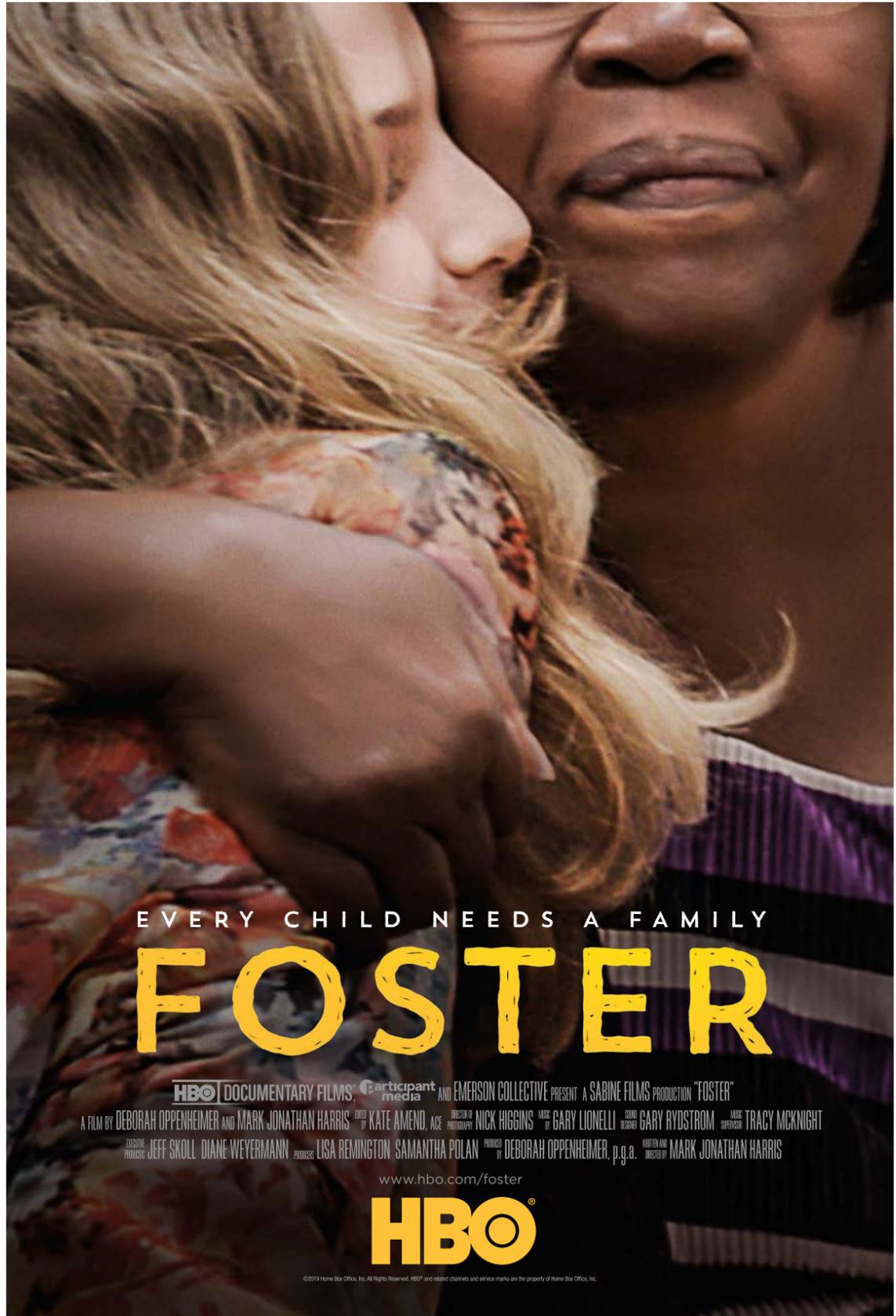
what surrounds us,  
shapes us



environments and  
supports matter;  
we need to shape them

# What to do

- show how the things around people affect their wellbeing
- highlight interconnection and shared fate
- make systems/policies/resources characters in your stories
- don't let people come away from your comms with bootstraps in mind



EVERY CHILD NEEDS A FAMILY

# FOSTER

HBO DOCUMENTARY FILMS, Participant media AND EMERSON COLLECTIVE PRESENT A SABINE FILMS PRODUCTION "FOSTER"  
A FILM BY DEBORAH OPPENHEIMER AND MARK JONATHAN HARRIS EDITOR KATE AMEND, ACE DIRECTOR OF PHOTOGRAPHY NICK HIGGINS MUSIC BY GARY LIONELLI SOUND DESIGNER GARY RYDSTROM EXECUTIVE PRODUCERS JEFF SKOLL DIANE WEYERMANN PRODUCED BY LISA REMINGTON SAMANTHA POLAN PRODUCED BY DEBORAH OPPENHEIMER, P.G.A. WRITTEN AND DIRECTED BY MARK JONATHAN HARRIS

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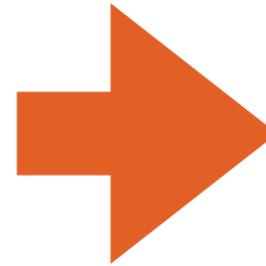


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#3

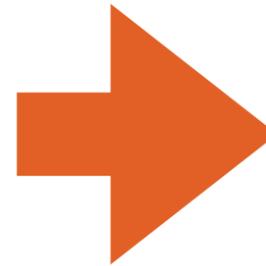
think carefully about how we  
position groups

“vulnerable”



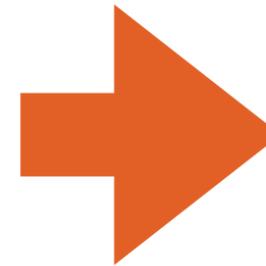
otherizes  
reifies stereotypes

saviors and victims



stigmatizes  
zero sum  
demands sacrifice

worthiness



invites evaluation  
of deservingness

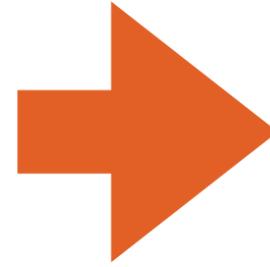
# What to do

- interconnection as strength (not liability)
- responsibility to all (not sacrifice for some)
- connect with common experiences (not how different “they” are)
- everyone stepping up/doing the right thing (not sacrificing/saving)
- advance *principle* of targeted universalism (not “vulnerable groups”)

#4

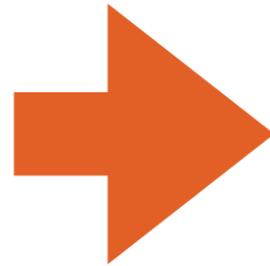
find an urgency/efficacy balance

all urgency



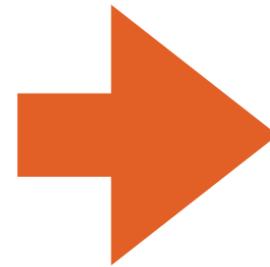
fatalism  
disengagement

all efficacy



message rejection  
lack of motivation

balance



perceived agency  
engagement  
action

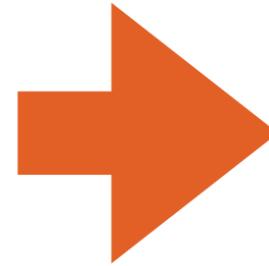
# What to do

- bring a solution
- explain how it works
- tone matters: communicate that there are solutions, not just problems
- but connect with how hard things are; ***don't*** forget the urgency part of the equation

**#5**

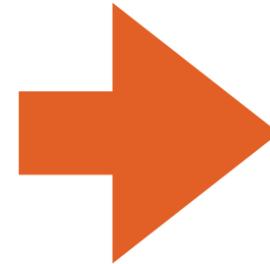
frame forward

“need to seize this moment and win”



competition  
partisanship

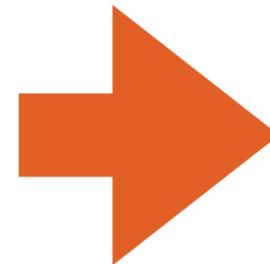
“bright spots”  
“silver linings”



+

tone deaf  
opportunistic  
backfire

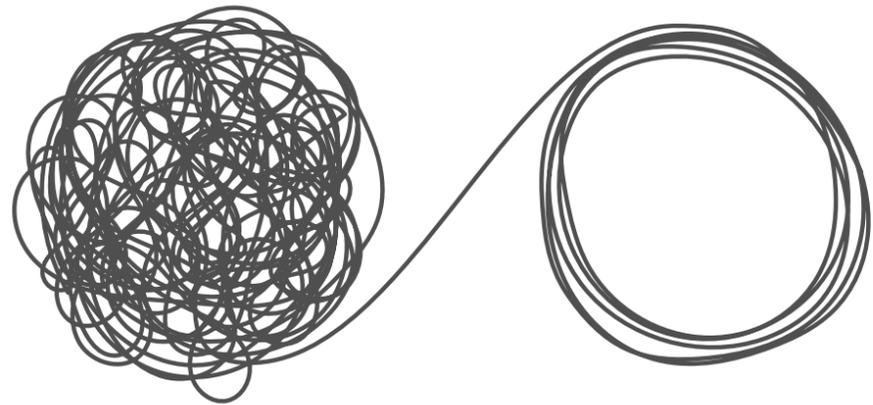
now is time to  
change  
EVERYTHING



fatalism  
disengage

# What to do

- respond and support, don't "take advantage" or "leverage"
- go forward together
- be aspirational: talk about what is possible and desirable  
(what you are moving *to* not just *from*)
- don't forget those solutions



The world as we know it is built on a story. To be a change agent is, first, to disrupt the existing story of the world, and second, to tell a new story of the world so that people have a place to go.

*Charles Eisenstein*