

## Messaging & Framing Guidelines

This document was created by the Resist, Inspire, Support, and Engage (RISE) group in Newburyport, Massachusetts. The purpose of the document is to provide group members with guidelines for communication outside of RISE both in one-on-one discussions and to the general public. The goal of these guidelines is to persuade others to join us in resisting the Trump administration, electing Democrats in the 2018 midterms, and achieving progressive goals. The DO/DON'T table below summarizes the outcome of the group's messaging & framing brainstorm session held at RISE-Newburyport's kickoff meeting on February 16, 2017.

<b>Do</b>	<b>Don't</b>
<b>One-on-One Messaging</b>	
Learn about others and why they feel the way they do	Assume progressives know it all
Start by listening	Start by talking
Convey facts	Convey emotions
Unite people on <u>issues</u> including healthcare, human rights, and the environment	Divide people by <u>identity</u> including race, religion, politics, and gender
Choose 'right' words such as gun sense, gun safety, Affordable Care Act protection	Choose 'wrong' words such as gun control, Obamacare, regulation
<b>Public Messaging</b>	
Be respectful	Use insulting language to describe others
Offer <u>solutions</u>	Offer <u>problems</u>
Present simple messages such as those that fit on T-shirts or bumper stickers, elevator sound bites	Present complex messages, overly analytical, or overly academic
Target message to audience	Use same message for all
Be confident and tell it like it is	Craft words designed to appeal to all (i.e., 'triangulation')
Effectively use latest media such as video and social media	Rely on outdated technology