
Messaging Huddle 1

Welcome!



**MEME
TEAM**

The logo for the Meme Team consists of the words "MEME" and "TEAM" stacked vertically in a bold, yellow, sans-serif font with a black outline, set against a solid blue rectangular background.

Next Huddles

We encourage everyone to participate for the full 3 sessions to get full advantage of the information we are sharing.

On Aug 11, we'll have a look at the Race Class Narrative and how it can be used to counter the Republican talking point:

INFLATION (the Economy)

On Aug 18, we'll do our final huddle on the topic of:

DEFUND THE POLICE (Law Enforcement, Justice)

[Sign up here.](#)

Contact.BBBUSA@gmail.com for support.

Agenda

Welcome and Introductions

- Where are you from?
- How did you hear about us?
- What are your social media handles?
- Other groups you're in?

Using these links...for reference
[Today's Slide Show Slides 16-23](#)
3 V's Sentence Starters

The Race Class Narrative

The 3 Vs of Messaging

~~Critical Race Theory~~ Public Education

**Workshop: Craft a message on today's theme:
Critical Race Theory (Public Education)**

RULES OF THE ROAD



- 1** Please mute yourself unless you are speaking
- 2** Raise your hand or ASK your question in the chat.
- 3** If called on, please be concise so others may also speak.
- 4** Remember that no one knows everything – but together we know a lot.
- 5** Strive to express your views in a manner that helps to unite us and our communities.
- 6** Please follow up after the meeting if there is something that isn't clear. We're always happy to provide more information. contact.BBBUSA@gmail.com

The Three Points of the GOP attack

Republicans I talked to who worked on the GOP's successful governor's race in Virginia last fall say that their campaign was pretty straightforward: education, public safety, inflation. It's a trio that hits a wide array of political persuasions, one strategist told me

**critical race theory
defund the police
inflation**

They know that attacking Democrats in particular as weak on crime works.

Washington Post, 2/3/22, Amber Phillips

The Race Class Narrative

and why it's important

The Race Class Narrative is an empirically-tested narrative on race and class that **neutralizes the use of dog-whistle racism** to win on the issues we care about.

Our opposition regularly uses racial fear as a tool to exploit economic anxieties and turn people against one another, even when their economic interests are aligned, and turn them against a government that works for all. In doing so, they regularly scapegoat communities of color for problems that have been created by self-interested politicians and their greedy corporate donors. The Race Class Narrative [messaging anatomy](#) fights back at these attacks to build cross-racial solidarity and support for issues.

[Link to Interview w Ian Haney Lopez and Video](#)

<https://youtu.be/ZjnT5aP3HFg?t=2625> Short Clip starts at 43:45 and we will end it at 48:07



Race Class Narrative

Anat Explains

Why “Race Neutral” Messaging Doesn’t Work

For additional information
THIS VIDEO IS FOR LATER
VIEWING

https://www.canva.com/design/DAE120EacwQ/LL8hRvFyoQpo8lmlao2-s/w/view?utm_content=DAE120EacwQ&utm_campaign=designshare&utm_medium=link&utm_source=viewer



4 STEPS TO RECLAIMING THE NARRATIVE

1) Form a small group

A person alone will quickly tire for lack of emotional support. It is just too stressful and draining to be the lone voice. However, once you have a coalition, there is not only strength in numbers, but also, an added level of resilience that comes from being part of a group. For a messaging huddle, we recommend no more than 8-10 people. It can be as small as 2 or 3. More than 10 makes it difficult to reach agreement on your message.

2) Agree on your message

According to *minority influence theory*, once you have a small group, you need to get to a place of agreement. Strength comes from being a united front with a single message.

3) Make your message as clear as possible

The next step is to make the message as clear as possible. While nuance is important to your thinking, it isn't necessary or desirable in your public facing message. Strip your idea down to its core and then refine it for emotional impact and resonance.

4) Repeat, repeat, repeat

The final step is repetition over time. Researchers of minority influence theory have found that many members of the majority only have weak support for the dominant perspective – and often only because it is held by a large group of people. If your small group can keep on message over the long haul, members of the majority group will eventually take notice and jump on board. It is an investment in time and effort, but it pays dividends in garnering support.

In continuing self-serving attempts to mobilize their base through fear mongering and outrage-baiting, the MAGA Right's organizing efforts center completely on disinformation, and their process is to create a feedback loop, a form of self-fulfilling philosophy, that:

1. Labels any local conversation they can find about how we talk about racism in schools, our economy, or changes in public safety and criminal justice as being about Critical Race Theory, Inflation or Defunding the Police.
2. They then lie about what CRT, inflation or DTP means in order to foment, and then record, the panic and protest they create, which they share widely across television and social media.
3. And, finally they use that outrage - build on a pile of lies - to polarize voters in an effort to ensure Republicans win the next election. This is all being coordinated and funded behind the scenes by billionaires, Republican donors, and astroturf activists.

Our strategy is to go directly to the motives behind the disingenuous astroturf mobilization and disrupt their disinformation.

NOTE: If you're interested in learning more about who is behind all of this, funding this chaos and disinformation, working hard to divide us, we recommend "Shadow Network," by Anne Nelson.

HERE'S WHAT WE KNOW:

- The Right is fully activated around critical race theory both online and offline. They are **making false claims on social media and cable TV to trigger outrage and racial resentment**. Online conversation about CRT continues to spike, and [Fox News](#) has doubled its mentions of critical race theory every month since February.
- The Right is using CRT to redefine racism and co-opt language about protecting our children in ways that are especially insidious and confusing. Some of the lies Republicans and right-wingers tell about CRT include that it teaches students that “one race is superior to another” or that “certain children are inherently bad people because of the color of their skin.” They define any acknowledgement of race as racist, effectively shutting down needed conversations about ongoing racial disparities in our society.
- Republicans are mobilizing their base on this issue [offline](#) as well. Republican lawmakers in [nearly half the states](#) have passed or introduced anti-CRT bills and a new PAC is [spending money on school board races](#) based on anti-CRT platforms. Rather than committing to making racial justice progress, the Right would rather [stoke outrage](#) around a mostly hypothetical issue.



HERE'S THE PLAN:

Our goal with this ongoing campaign is to reach those who might be vulnerable to the racial resentment and conservative framing the Right is pushing. Instead of falling for the “rage machine,” we want them to see that this outrage is intentionally manufactured and coordinated.

Research suggests humans tend to remember what they hear first, last and most often, so we recommend creating your message to counter disinformation in the form of the 3 Vs, also known as the “Truth Sandwich.” Start and end your message with the truth, **opening with shared values**. Encourage critical thinking by **focusing on the disinformers’ motives and strategy instead of arguing about specific claims, ask for what you want**.

Here's an easy formula to follow, on and offline:

- Lay truthful common ground. (Common Value)
- Question the motives of the messenger to dislodge the disinformation. (Villain/Motive)
- Reaffirm the truth in a way that gets you to a more proactive message. (Vision/Strategy)

•**Address underlying concerns and pivot to a proactive message.** Consider the emotional benefit someone gets from believing false information – coping with fear or powerlessness, feeling more informed than others, etc. Then use the “ABC” method to pivot the discussion: Acknowledge the underlying emotion and find common ground (e.g. “I am also very worried about the direction of our country...”); Bridge with a simple phrase (“The thing is...” or “What I try to remember is...”); then offer relevant Content (your core message) to shift the conversation.

•**Redirect to information from official sources.** As much as possible, direct people to accurate, unbiased information. [PolitiFact](#) and [Snopes](#) both regularly debunk viral disinformation and can be helpful resources for fact-checking if someone is genuinely confused about a story.

Know when to disengage. Disinformation and conspiracy theories are not going away any time soon, and a single conversation may not change someone’s mind. If it is not possible to engage in a productive discussion, it is usually best to walk away.



Organizers sometimes find themselves engaging in conversations with users who are genuinely confused by or interested in harmful narratives. Here are best practices and tips for how to respond to someone who is focused on disinformation:

Do not engage with disinformation directly. Social media platforms reward engagement in their algorithms. This means any time a user comments or shares a post – even to try to debunk that post – they are helping to circulate that content to more users. **As a rule, only engage with content you want to reward and spread.**

Prime people to be skeptical. Sometimes, it can help to point out (using non-political examples) how easy it can be for anyone to unintentionally believe or spread false information. Take this example, which is safe to repeat: a delightful story about wildlife returning to Venice was shared hundreds of thousands of times on social media, only for National Geographic to point out the story was false.

Focus on discrediting the messenger rather than fact-checking the claim. People tend to believe information when it comes from a messenger they know and trust. Often that includes content shared through friend networks. Pointing to the origin of content and explaining why that source is not credible or would want to spread harmful information or give bad advice (often financial or political motives) may remind people why it is important to question what they see and hear.



Value + Villain + Vision

Good messaging follows this three part structure:

- Lead with a **Value** that describes a shared ideal. “Shared” meaning both you and your audience hold this value.
- Name the **Villain** who’s standing in the way of, or actively trying to dismantle that ideal, and describe their motive.
- Present your **Vision** for how you and your audience will restore or maintain that ideal.

Putting it all together- **to talk about Critical Race Theory/Education**

Now Anat Shenker-Osorio will demonstrate
how to use the 3V framework to craft a
message on Education

<https://youtu.be/edL5aGo0PQY?t=2024> 33:54-35:20

VALUES:

- School is a place where childhood happens. A place where children of different places and races learn from the past, make sense of the present and prepare for the future.
- Whatever our color, background, or zip code, we want our children to have an education that imparts honesty about who we are, integrity in how we treat others, and freedom to pursue our dreams.
- Children of every race, background and zip code should have the #FreedomToLearn and pursue their dreams.
- To prepare children for the future, we need to teach them both the good and the bad of our history so that they better understand the lives, cultures and experiences of different people.



- Whether Black or white, Latino or Asian, Native or newcomer, every child deserves an accurate, honest and quality education, no matter the color of their skin or where they call home.
- Children throughout our state in *[insert the names of locations in your state or town that bring to my mind racially different groups ex. Philadelphia and Scranton]* deserve an accurate, honest and quality education.
- Our children deserve an honest and accurate education that enables them to learn from the mistakes of our past to help create a better future.
- To prepare children for the future, we need to teach them both the good and the bad of our history so we can avoid making the same mistakes.
- Children should have the #FreedomToLearn with an education that prepares them for the future.



- Most of us believe all children should have the freedom to pursue their dreams, so we must equip every school with the resources to deliver quality education that prepares every child for the future, no matter their color, background or zip code.
- Across time, place, and movements for justice, young people of every race have helped lead the way.
- Our future depends on every child from every corner of our state receiving a great education.
- Most Americans across background, color and zip code take pride in the moments we've stood up to injustice.
- Whether Black or white, Latino or Asian, Native or newcomer, we want our kids to have an education that encourages them to dig deeper into who we are, where we came from and what we're capable of being.



VILLAIN:

- *Refrain from making parents the villain in your messages*
 - While educators work to deliver our children accurate and honest education, some politicians are trying to turn us against schools so they can censor the lessons taught in our classrooms, deny certain children resources and write people who look like them out of our history books.
 - For years, certain politicians have denied some children the resources needed for a quality education based on what they look like or where they live.
 - Certain politicians want to censor the truth of our history, passing laws to ban learning from the mistakes of our past and erase leaders like Martin Luther King, Jr. who stood up to racism and changed our country for the better.
[switch out MLK to name specific ways legislation would impact your local schools]



- Educators want to provide every child an accurate and quality education, while certain politicians want to whitewash parts of our history so they can control a political narrative.

- Educators want to provide every child an accurate and quality education, while certain politicians want to exclude certain children, denying their schools funding and writing people who look like them out of our history books.

*[this is a place in the message where you can **also** insert explicit identities (i.e. Black and brown children, Native kids, transgender youth) that make sense for and match your context.]*

- Educators want to provide every child an accurate and quality education, while politicians want to exclude certain kids, denying their schools funding and writing people who look like them out of our history books.



- Educators are working hard to provide a quality education, while the same politicians opposing masks and lying about vaccines refuse to equitably fund our schools, and deny resources to certain schools that communities, parents and kids want to improve.
- Certain politicians try to turn us against schools and teachers, or point the finger at parents, to keep us from coming together to demand that every school gets the resources to provide every child a quality education, not just the children of the wealthy few.
- Lawmakers who have denied our classrooms resources are now spreading fear about our schools, trying to dictate what teachers say and block kids from learning our shared stories of confronting injustice.



VISION & ACTION:

- By joining together and speaking up at school board meetings, contacting our elected leaders, and voting to fully fund our schools, we can make this a country where every child has the #FreedomToLearn, grow and thrive.

- By joining together, speaking up at school board meetings and voting in local elections, we can make our schools places where every child belongs and can thrive, and this a country where we respect and support each other across our differences.



- Together, we can demand every child have the same quality education we want for our own and finally give all of our schools the resources they need by speaking up at meetings, contacting our elected leaders, and voting in every election from school board to Senate.



- Joining together, we can demand that our schools have the resources to meet every child's needs with well-trained and supported teachers and a curriculum that helps them make this country better for everyone.
- When we vote, we can make this a country where every child has an honest education that sets them up for success.
- Our children deserve the #FreedomToLearn: to develop knowledge and skills to reckon with our past, shape a better future, and pursue their dreams. By speaking up at school boards, contacting our elected leaders, and voting we can ensure every child gets a quality education.
- When we speak up for an honest and accurate curriculum, we ensure that our schools help all children, regardless of where they live, move forward to a better future.





Workshop

Using these links...for reference

Today's Slide Show Slides 13-23

Sentence Starters

Formulate your own message

Share it in the Chat

What to do in your break out rooms:

1. Introduce yourselves to each other.
2. Pick a Scribe and a speaker for when we rejoin.
3. We want you to formulate a message using the 3Vs method. You may use any of the Value, Villain, or Vision prompts we have given you on the slides, or you may construct your own.
4. If you don't get through creating an entire message, that's okay. We want you to see how it works to discuss messaging in a huddle.
5. Keep in mind - here you'll be creating messaging with people you don't know. Imagine how much easier and comfortable it could be with people you do know.

Tech Tips for Workshop

1. Minimize Zoom
2. Link to [Sentence Starters](#)
[This slice deck for Reference](#)
3. Pick a Scribe! And a Speaker for when we rejoin.

3 V examples from you

(Note for future! Pick a scribe at the Start of the breakout)

Plumbed my well- the Bucket is empty.

Group 2- Culture in America- Historical Culture- separating and dividing.

Ana- wants to learn how to do this in Spanish- she's crafting messages in Spanish. Not done well in Spanish in the past. Got sidetracked about Span pop not being heard, not being reached out to.

Most of us no matter where from, deserve to be heard- our span speaking pop is being marginalized.

Need 3V trainings in Spanish- Ana would be interested!! CB will see if it can be done

Ana says translation works best in committee.

Arizona Politics was the topic for Group 1. Betty talked about AZ legislature- passed generous voucher bill.

7,000 a year to send my kids at the state. Can get 7k per kid to homeschool. Have a petition to do a referendum- have to get it done by Sept.

Group 3- Different backgrounds, races, upbringings etc. General outline- Most of us think kids should know the truth, People don't want you to know the truth bc it makes some people's actions look bad in hindsight, being able to learn from history will help keep us from repeating it, and We're Going to Win

When we all come together- We Can Win. When they tried to get rid of ACA- we came together and it survived.

Appeal to Working Class people- education is the actualization of the American dream, that's what we are fighting for. Economic justice through education!

MEMES

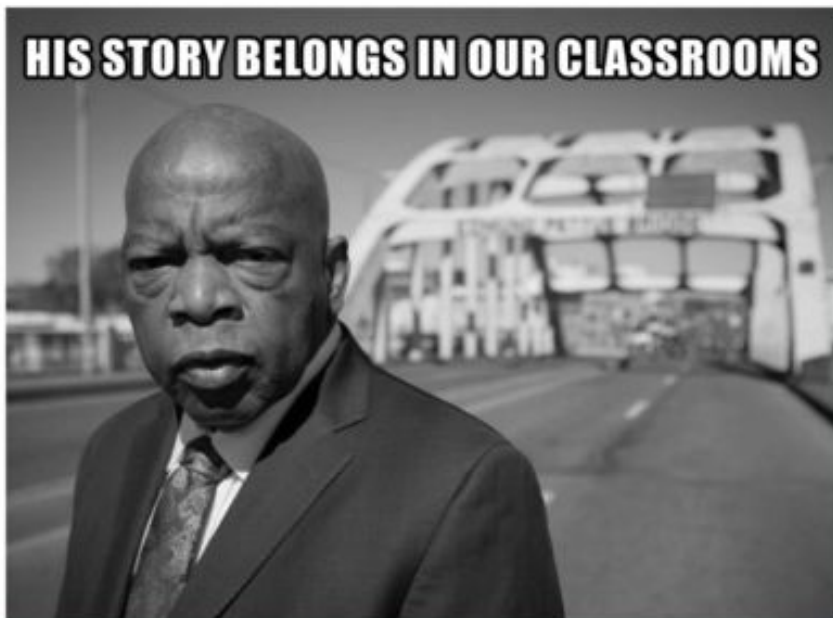
You can use or adapt these memes to reflect the histories, stories, people, and events that speak to your communities, match your context, and serve your goals.

Digital presents an opportunity not only to deliver winning messages, but also to foster relationships with voters and/or other members of your community.

Key People

This meme includes a picture of John Lewis. Using similar text, you can create your own by switching this picture to include other key people of color.

[Click link and use graphic.](#)



Our History

These memes follow the pattern of showing historic people and events that some politicians want to remove from our classrooms. You can create your own using topics that would be directly impacted by legislation in our area. Edit to include other key events or figures. These are a vertical version that you can use for stories.

[Top Image](#)

[Bottom Image](#)



Whitewashed History

The top meme uses a picture of Ruby Bridges. You can create your own by editing in other historic images. The 2nd meme is styled similar to the one with Ruby Bridges to show how you can demonstrate other historic events that would be altered by anti-CRT legislation.

[Top image](#)

[Bottom image](#)

The “whitewashed history” language elicited a strong emotional response from respondents in testing; respondents had a strong emotional response to knowing the specifics about how legislation or policies would prevent children from learning about historical events and people.

True History



Whitewashed History



True History



Whitewashed History



Meme Team



<https://www.mobilize.us/mediademocracyproject/event/430182/>

Amplify Ready-to-go Messages with other orgs

LIST OF ORGS

https://docs.google.com/document/d/114Qu29JZuLpb5GSUNkKGswvH7ND_GY6aWEHx0cac_cA/edit?usp=sharing

Democratic and Progressive Messaging Orgs Amplifying Groups with Ready Graphics

Demcast:

Ready graphics <https://demcast.com/amplify/>
Bi-Weekly strategy briefings on Mondays <https://demcast.com/calendar/>
New: Fight Russian Disinfo, briefings on alternate Mondays, new messages and graphics daily. <https://demcast.com/disinfo/>

Field Team 6:

Weekly Social Storms w optional zoom trainings Wednesdays 11am PT: <https://www.mobilize.us/ft6/event/380307/>
(zoom also includes tips and tricks for maximizing Twitter and FB effectiveness)

Ready Graphics: "Current Storm"
<https://share.fireteam6.org/campaign/F6DDBE84-04F4-4C96-A5FA-7E22A07FEDD8>

Grassroots Messaging Works

Ready to go Messages to save Democracy:
<https://www.grassrootsmessagingworks.org/>

Into Action:

Graphics library, always updated <https://library.into-action.us/>

More Perfect Democracy:

Find already prepared general Democratic graphics
<https://www.moreperfectdemocracy.org/graphics-library>

If you go to their Content to Share tab they have general democracy graphics that you can customize:
<https://www.moreperfectdemocracy.org/content-to-share>

Words that Win:

Social Media Toolkits- ready Graphics and Messages, Messaging training
<https://www.wordsthatwin.org/learn-the-basics>

Truth Brigade

Biweekly campaigns with specific message guidance. Webinars via Zoom.
Signup to access graphics:
<https://act.indivisible.org/signup/indivisible-truth-brigade>

Messaging Research and Briefings and Trainings

Messaging Huddles with Build Back Better/Media&Democracy
Learn Research Based Messaging Frameworks, Series of 3 workshops
New series being added, see Mobilize
<https://events.democrats.org/event/449487/>

DemCast:

Bi-weekly briefings on Mondays. New Anti-Disinfo briefings on alternate Mondays. <https://demcast.com/calendar/>

Freedom Rising:

The Independent Strategic Research Collaborative (ISRC) invites you to our biweekly movement briefings to help realize the promise of our democracy and defend our country from anti-democratic right wing forces bent on seizing and holding power. We will have guest speakers, new research, and messaging guidance.

Biweekly Wednesday zoom webinar:
<https://share.hsforms.com/4P6tEo-75bC8-Wa0tTnUAchng>
Lead by Anat Shenker-Osorio, Jiggy Geroino, Mike Podhorzer

Words that Win:

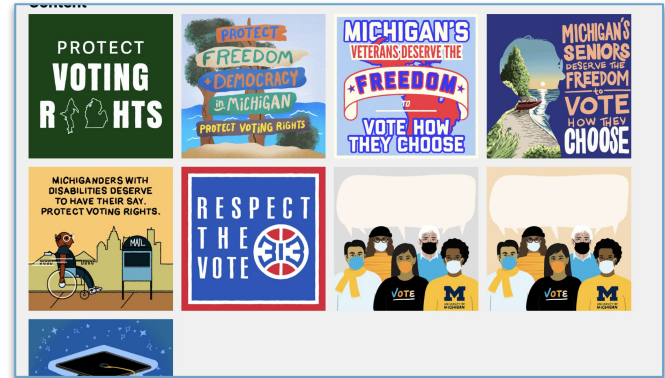
Webinars to learn theory of persuasion, social media toolkits for various issues.
Introductory Webinars: <https://www.mobilize.us/wordsthatwin/>
Website <https://www.wordsthatwin.org/learn-the-basics>

Building Bridges

Zoom seminars focussed on messaging for candidates
<https://www.mobilize.us/buildbridgesam/>

The screenshot shows a social media post from Truth Brigade with three ready-to-go graphics. Each graphic has a title, a short paragraph of text, and a 'Customize and Share' button.

- Graphic 1:** Title: "In 1941, over 33,000 Ukrainian Jews were murdered in just 2 days marking one of the deadliest massacres of the Holocaust." Image: A group of people in a historical setting.
- Graphic 2:** Title: "President @BidenKJL is a Jewish descendant of Holocaust survivors." Image: A group of people, including a man in a red shirt.
- Graphic 3:** Title: "Over 80% of Americans see Ukraine as friendly or ally. They consider Russia as unfriendly or enemy." Image: A hand holding a sunflower.



INTO ACTION LAB

Developing FREE resources for progressive orgs for must-win states

Arizona, Florida, Georgia, Michigan, Nevada, North Carolina, Ohio, Texas, Pennsylvania, Virginia, and Wisconsin

intoactionlab@taskforce.us

•**Remember:**

Tailor the message so it's authentic to you, including **updating the first sentence** so it reflects your own experience! For example, you can personalize the first line by saying "I want all kids to get a great education" or "I want my kids to get a great education"

•This is written to be short enough for Twitter, but please share on the platform **where you spend the most time.**

•**Reminder:** We also encourage you all to share these messages offline as well

Note: Because we're incorporating #CriticalRaceTheory into the message, you may get negative replies. Do not engage with or reply to the naysayers, but you can continue to reply to your own message with links to articles you trust and objective comments. All those negative replies amplify your post!



- And the best way to deal with the disinformation around CRT is to counter their attacks with your own support of your public schools.
- Show up at school board meetings to thank them for their work, and for their commitment to diversity.
- Encourage them to continue to challenge their students to think and explore.
- And if you are part of a group that will do so, draft a resolution calling on them to teach the whole history of our nation, and not just the “good” parts.
- Above all, recommit yourself to your own growth and awareness.
- Stand for the marginalized and the ignored.
- Work to nominate and elect people who will be servants of all, and not just their donors.

Originally posted on [Forward Kentucky](#)



Questions and Discussion



Why don't we use their words?

When you argue against someone on the other side using their language and their frames, you are activating their frames, strengthening their frames in those who hear you and undermining your own views.

For progressives, this means avoiding the use of conservative language and the frames that the language activates. It means that you should say what you believe using your language, not theirs.

– George Lakoff, *Don't Think of An Elephant*

More Resources

Practice what you've learned by crafting a message on Education, and share it this week on Social Media.

Resources

Messaging Guide

https://static1.squarespace.com/static/5fedf78e56736819c1b30e13/t/61a65da477f4dd71602190cf/1638292901562/WMTF_MessagingGuide_FreedomToLearn_prf5.pdf

Sample Social Media

https://docs.google.com/document/d/1R46lqah_kyeq9-plx4jfhK2n6b6ngt7ZTr8ULLliDHY/edit



Homework!

**Using the 3 Vs and the Race Class Narrative together
Worksheet**

<https://docs.google.com/document/d/1ayLLY7CYS7bSyecxa18Qq21kdPbEtLBa/edit>

Sentence Starters

<https://docs.google.com/document/d/14NIOatrxv05BbFNnSdWZGnAkhWR76mod9wotr-yY71o/edit>

Reminder: Disinfo-Countering Best Practices

- No clicks or comments on the bad guys
- If you name it, you spread it (yes, journalists need to learn this--don't buy into the disinformant's frame or name)
- Message must be authentic
- Don't argue--instead, question the motives of the bad actor
- All conversations start and end with the truth!
- On Twitter, Facebook, TikTok, and Instagram, use #TruthBrigade hashtag and/or hashtag #FixMediaNow
- Offline: Pick your battles. Gently share counter-messaging with persuadable people, using tactics from our materials



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