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# Messaging Huddle 2

## Welcome!



# RULES OF THE ROAD

[contact.BBBUSA@gmail.com](mailto:contact.BBBUSA@gmail.com)



- 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.

## Next Huddles

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

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](mailto:Contact.BBBUSA@gmail.com) for support.

We will be scheduling additional rounds of training and introducing new topics. If you belong to a group that would like a presentation, please contact us.

# Agenda

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## Welcome and Introductions

Please enter in the chat: Where are you from? How did you hear about us?  
Did you attend the last huddle?  
Discussion: Did you post on Social Media using what you learned?

## The Race Class Narrative

## ~~Inflation~~ (The Economy, Fair Wages)

## The 3 Vs of Messaging, Best Practices


Workshop: Craft a message on today's theme:  
Inflation (Economy, Fair Wages)

This just happened recently - no longer satisfied to wait for someone else to step up and speak out

<https://www.washingtonpost.com/nation/2022/02/09/suburban-women-voters-organize/>

The Washington Post  
Democracy Dies in Darkness

## 'Blue' suburban moms are mobilizing to counter conservatives in fights over masks, book bans and diversity education



From left: Julie Collins, Katie Paris and Julie Womack, the leaders of Red Wine and Blue, a group of about 300,000 liberal suburban moms. (Maddie McGarvey for The Washington Post)

By Annie Gowen

February 9, 2022 at 6:00 a.m. EST

📁 📌 📤 🗨

Dozens of suburban moms from around the country dialed into an Ohio-based Zoom training session last month with the same goal — to learn how to combat the increasingly vitriolic rhetoric from parents whose protests over mask mandates and diversity education have turned school board meeting rooms into battlegrounds.

The lessons: Show up at meetings with fact-based speeches ready and

## 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](#) *Watch this on your own for the full interview.*

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



# The Race Class Narrative

## and why it's important

[Video](#) - Anat Shenker-Osorio



## 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.

# THE MAGA FAR RIGHT-WING FEEDBACK LOOP

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. Any local conversation they can find on a topic they think they can exploit, issues like critical race theory, inflation or defunding the police;
2. They then lie about what crt, inflation or dtp means in order to foment, and create contention and division, then record the chaos, the panic and protest they create, which they share widely across television and social media;
3. Then they use the outrage they've created - built on a pile of lies - to polarize voters in an effort to ensure a Republican wins in the next election.

## YOUR TAKE-AWAY

THIS IS ALL BEING COORDINATED AND FUNDED BEHIND THE SCENES BY REPUBLICAN DONORS, RICH INDIVIDUALS AND CORPORATIONS, AND ASTROTURF MOBILIZATION.

# OUR STRATEGY

**OUR STRATEGY** is to disrupt their disinformation, to go directly to the motives behind their disingenuous astroturf mobilizations.

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

## HERE'S OUR PLAN:

Our goal is to reach those who might be vulnerable to the racial resentment and conservative framing the Far-Right Faction 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 3Vs, also known as the “truth sandwich.”

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

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

Start 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**, and **ask for what you want**.

**Prime people to be skeptical.** It can be easy for anyone to unintentionally believe or spread false information.

**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.

# RULES OF THE INFORMATION HIGHWAY

Remember - **do not engage with disinformation directly.** As a rule, **only engage with content you want to reward and spread.**

**Address underlying concerns and then pivot to a proactive message.** Consider the emotional benefit someone gets from believing false information - they feel like they are coping with their fear and powerlessness, feeling more informed than others.

Then use the “ABC” method to pivot the discussion:

**A - Acknowledge the underlying emotion and find common ground** (I am also worried about xyz...)

**B - Bridge with a simple phrase.** (“The thing is..” or “What I try to remember is...”)

**C - Content - 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. Malign actors will attempt to keep you engaged to frustrate you and to waste your time. If it is not possible to engage in a productive discussion, it is usually best to walk away.



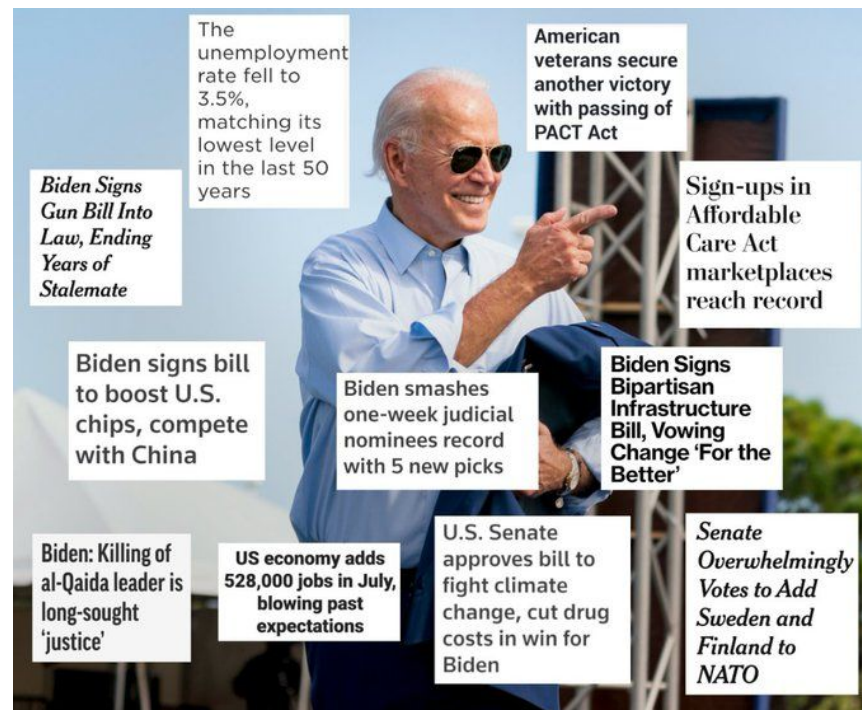
## **Inflation - Some facts**

**All Americans are feeling the effects of rising prices.**

**And frankly, the rest of the world is, too.**

Why is this so hard for some people to understand?

**It's not inflation when corporations are raking in their highest profit margins in history. It's price gouging.**





← **Prof Michael E. Mann** ✓  
149K Tweets Follow

Prof Michael E. Mann Retweeted

**Fix Media Now (Media Accountability Squad)** @FixMedia... · 5h ...

Corporate media could responsibly cover inflation with a pro-consumer frame. But they instead suppress corporate malfeasance to cover inflation as a means to tank Biden's numbers. Because corporate media is responsible to corporate agendas. #FixMediaNow

**Lindsay Owens, PhD** @owenslindsay1 · 6h

As you read today's inflation report, pay close attention to what the CEOs who set prices are saying. We got our hands on the latest batch of earnings reports, and it's a doozy. They're literally bragging about hiking prices while hiding behind "inflation." The receipts...(1/7)

[Show this thread](#)


**CEOs Bragging about hiking prices while hiding behind "inflation."**

**RW media, echoed by mainstream- feeds negative sentiment.**

Prof Michael E. Mann Retweeted

**Paul Krugman** ✓ @paulkrugman · Feb 4 ...

People hate inflation; that's a fact of life. But extreme partisanship, fed by right-wing media, is also depressing economic sentiment



nytimes.com  
Opinion | More Thoughts on America's Feel-Bad Boom  
Inflation aversion meets the partisan economy.



# Voters' Approval of Biden's Handling of Inflation Increases After Messaging

Inflation represents a serious though not impossible messaging problem for the Biden Administration and Democrats in Congress.

Before messaging, Biden's approval on inflation is, on net, -10 points among all likely voters.

After likely voters are exposed to a series of messages about inflation, some of which they prefer and others which they do not, Biden's approval on this issue increases by, on net, 7 points.

On inflation, Biden gains 9 points after messaging among Democratic voters and 15 points among Independents/Third Party voters. The smallest observed increase in his approval on the topic of inflation comes from Republican voters, where he only gains 3 points.

Data For Progress Dec 7-11, 2021 survey of 1258 likely voters



The GOP—the party of rich, white, businessmen—doesn't want more IRS agents for the same reason crooks don't want more cops on the streets.

## REPUBLICAN VOTE TRACKER

- 100%** VOTED AGAINST CHEAPER GAS
- 100%** VOTED AGAINST CHEAPER INSULIN
- 100%** VOTED AGAINST CHILD TAX CREDITS
- 100%** VOTED AGAINST STIMULUS CHECKS
- 100%** VOTED AGAINST THE VOTING RIGHTS ACT
- 99%** VOTED AGAINST FIGHTING DOMESTIC TERRORISM
- 96%** VOTED AGAINST KEEPING BIRTH CONTROL LEGAL
- 96%** VOTED AGAINST BACKGROUND CHECKS
- 94%** VOTED AGAINST MORE BABY FORMULA
- 87%** VOTED AGAINST STOPPING DOMESTIC VIOLENCE
- 84%** VOTED AGAINST VETERAN CANCER CARE
- 77%** VOTED AGAINST GAY MARRIAGE
- 68%** VOTED AGAINST UPHOLDING THE ELECTION

“Democrats say you should support President Biden because he fights for working families and has a plan to lower costs that is paid for by making the ultra-wealthy and large corporations pay their fair share in taxes. They say that **Republicans fight for the wealthy and large corporations, and their plans would raise taxes on the majority of Americans, repeal the Affordable Care Act, and threaten Medicare and Social Security.**”

This message ranked in the 98th percentile of effectiveness for increasing POTUS' support among all messages of a similar length tested by OpenLabs.

[https://drive.google.com/file/d/1umXuV41fAbGG4Adlge-KckLuYwqDM\\_fx/view?usp=sharing](https://drive.google.com/file/d/1umXuV41fAbGG4Adlge-KckLuYwqDM_fx/view?usp=sharing)

**Our communications objectives for the summer are:**

- 1. Advocating for Biden-Harris Administration Policy Priorities**
- 2. Defining the Contrast Between Biden-Harris Administration's Policy Agenda And Opponents' Agenda**
- 3. Promoting Biden-Harris Administration Policy Accomplishments**
- 4. Defending Biden-Harris Administration Policies From Attacks**

**The number one issue for Americans across all demographics remains the economy, and inflation in particular. Therefore, our messaging should highlight POTUS' actions and plans to fight inflation and lower costs for working families. Our best approach on inflation is to hammer home that President Biden is laser-focused on lowering costs, while the MAGA agenda would mean raising taxes on the majority of Americans and threatening critical programs like Social Security and Medicare. Our "lowering costs" message must include the contrast.**

# "Inflation is a problem!"

Flip their script:

It's not the price of gas, but the price of housing and childcare that most impacts Americans.

Try one of these instead!

The question isn't why gas costs more. It's why workers make so little.

## ARCHITECTURE OF A WINNING NARRATIVE - POWER OF WE EXAMPLE

Where we're from, people do extraordinary things with whatever they have. But can you imagine what our neighborhoods would look like if we had all the resources we need? All the resources our kids deserve?

Opens with shared **VALUES**.  
Names (and/or shows!) race & class.

But they keep telling us there isn't enough for people like us. And while our neighborhoods are at their limits, just blocks away we see giant corporations with unimaginable wealth. These big corporations are getting rich off our backs, paying poverty wages, polluting our air and water, and pitting us against each other. Then, finding loopholes to get out of paying their fair share, while our parks, schools and roads fall into disrepair.

Names **VILLAINS** who use racial scapegoating as a weapon that economically harms all of us.  
or  
Points out racial division as a tool of the opposition.

So what would happen if we made these huge corporations pay what they owe? If we came together as we have in the past?

Emphasizes unity and collective **ACTION** to solve problem.

Can you imagine it? Can you see it? Isn't it beautiful?  
Join us. [*shows many images of desired outcomes*]

Connects joining together to achieve desired outcomes - **VISION**.  
Names (and/or shows!) that vision.

## **In brief: key insights related to voters' personal work, job, and financial situations**

1. The economic and job-related consequences of COVID continue to wreak havoc on people's daily lives, especially Black and Latinx voters, and have supercharged everyone's sense that they could lose everything in a heartbeat.
2. Inflation is incredibly top-of-mind, impacting daily decisions and long-term planning - and the end to increases are coming into sight.
3. People feel like they are working harder and harder - and still barely able to keep up. Rural voters can't find jobs with good pay and opportunities to advance - while voters in cities and suburbs can't afford housing or the cost-of-living on the wages they earn.
4. COVID exacerbated the caregiving crisis long in the making in our country; the struggle to balance family and work is at a breaking point for many.
5. COVID also amplified concerns about automation and outsourcing for workers.

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**NOTE: The July CPI Inflation Report Is In** <https://www.bls.gov/cpi/>

According to the [Bureau of Labor Statistics](#), the July CPI inflation report revealed that gas prices declined, but [food prices](#) and rent continued to climb. Core inflation for July, which excludes food and energy prices, rose 0.3% in July after an increase of 0.7% in June. The July core inflation reading kept the annual increase at 5.9% following three consecutive monthly declines. *And gas prices have been falling for 56 consecutive days.*

## **In brief: key insights on the economy's winners and losers**

1. There is a great deal of animosity towards the rich, across the spectrum, as they are seen as benefiting from a system they've rigged themselves.
2. COVID has driven a bigger wedge in perceptions of large corporations, who pushed even further ahead in COVID, and small businesses, where entrepreneurs and the lifeblood of the economy continue to suffer.
3. The middle and working classes are almost universally seen as being the biggest victims of unfair treatment in today's economy.
4. Many recognize the outsized obstacles faced by the poor, but others resent perceived handouts and resent not getting the same "support" the most vulnerable seem to receive.
  - 4a. For some, particularly on the center and left, the emotion here is limited to resentment - they don't understand why they aren't getting help when they are struggling with childcare, education costs, housing, cost of living, etc.
  - 4b. But extended unemployment has thrown fuel on the fire. Voters across the spectrum are infuriated by their sense that "lazy" people are actively hurting those that work (whether due to inflation, to waiting times at restaurants, to supply-chain problems & more).
5. The younger generation have emerged as a particular "villain" for many across the partisan and age spectrum as lacking a work ethic and wanting everything handed to them. It's not true.



## ***Now The Winds of Messaging Are Blowing Our Direction:***

Following a year of turmoil surrounding reconciliation, this is a major step forward towards a Democratic agenda. Some highlights:

- A 15% Corporate Minimum Tax ensuring the ultra-rich pay their fair share
- Closing the Carried Interest Loophole that is a giveaway to Wall Street investors, and cracking down on wealthy tax cheats
- Investments in cleaner energy solutions that put us on the path toward a 40% reduction in emissions by 2030
- Permission for Medicare to negotiate drug prices (lowering prescription drug prices)
- Continued lower Affordable Care Act premiums for millions of Americans
- And more...

This bill would be an incredible step forward for the American people and the world itself, staving off the impending doom of a climate crisis.



President Biden ✓

3,723 Tweets

Following

It's been a busy couple of days.

## THE LAST 10 DAYS

*Under President Biden*

- ✓ Senate passed the Inflation Reduction Act
- ✓ Signed the CHIPS and Science Act into law
- ✓ The U.S. carried out a successful counterterrorism mission against the leader of al Qaeda
- ✓ Congress passed the PACT Act, a historic bill to address veteran burn pit exposure
- ✓ Gas is below \$4 in over half of all gas stations
- ✓ Signed the NATO accession protocols for Sweden and Finland
- ✓ Signed an Executive Order protecting reproductive rights



**The GOP—the party of rich, white, businessmen—doesn't want more IRS agents for the same reason crooks don't want more cops on the streets.**

# The 3 Vs of Messaging


## Value + Villain + Vision + Victory

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.
- Emphasizes unity and collective action to achieve **Victory**.
- Present your **Vision** for how you and your audience will restore or maintain that ideal.

## ARCHITECTURE OF A WINNING NARRATIVE

Opens with shared **VALUES**  
Names (and/or shows!) race, gender, and class.



Names **VILLAINS** who use deliberate racial division and scapegoating  
in order to hoard power and wealth.



Emphasizes unity and collective action to achieve **VICTORY**.



Connects joining together to achieve desired outcomes  
Name (and/or shows) our **VISION**.

- Most of us believe...
- No matter our gender...
- Whatever our zipcode...
- No matter our differences...
- No matter what's in our wallet...
- No matter the color of our skin...
- As human beings, we all deserve...
- Most of us want pretty similar things ...
- In STATE/America, we believe in fairness...
- In STATE/America, we show up for each other...
- We all deserve to feel safe in our communities...
- Whether you live in the city, suburb, or rural [area]...
- Regardless of where you come from or where you live...
- Most of us, no matter who we are or where we're from...
- Whatever our race, background, or zip code, we all deserve...

Most of us want pretty similar things - a roof over our heads, food on the table, and our loved ones safe.

Americans are feeling pain in our pocket books and it's causing us a lot of anxiety.

We're still trying to recover from the GOP Recession of 2008, the last 2-½ years of a worldwide pandemic that's not through with us yet, and financial security seems far out of our reach. The MAGA GOP is okay with that.


- A handful of lawmakers...
- A small group of lawmakers...
- Yet for too long a powerful few...
- Yet today, certain politicians claim...
- Yet some lawmakers have decided ...
- But Representative [Opponent name]...
- But for too long a handful of politicians...
- But for too long, we've let a powerful few divide us...
- Yet for too long certain politicians in the pocket of special interests...

Yet some politicians tell us we can't raise the minimum wage—the GOP says it'll cause inflation...except it doesn't and they offer no substance for their capitalist claims.

They haven't done this and there's "inflation," so the MAGA GOP Senators ALL voted against the Inflation Reduction Act.

The MAGA GOP's 2022 platform wants to eliminate Social Security, Medicare and Medicaid, the ACA, and are rabidly opposed to improving the economy for anyone but the wealthiest 1% and greedy corporations.

These politicians are holding down wages and benefits, keeping our earning power at ever lower levels, voting against minimum wage increases at every turn, and stripping unions of their power to negotiate for better pay.

NEW  But NOT even one MAGA GOP Senator voted to reduce inflation. They'd rather deny us lower drug prices, and erase continued government subsidies for the ACA by getting rid of it; they support the states that refused to expand Medicaid, states with higher maternal and infant mortality rates, other poor health outcomes; they certainly don't want to make corporations pay a 15% minimum tax and don't believe in climate change in spite of our ability to see it happening with our own eyes.

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Rather than take action to ease these difficult times, they relish our suffering, using it as a cudgel against us and against those trying to actually solve America's problems..

But one need look no further than Sen. Scott's (R-FL) comment that making it look really bad is rich territory to beat Democrats with...and he doesn't care that you and I will get hurt in the process.

But for too long the MAGA GOP has worked to provide for themselves and deny Americans' needs.

But there are reasons the situation is growing worse: the economic concentration of the American economy is in the hands of a relative few corporate giants with the power to raise prices.

But a group of politicians have spent decades keeping our wages down while our costs have gone up.

We are broke because corporations & billionaires are intentionally breaking us. And hoping we'll point the finger everywhere but at them and the politicians they bankroll.

### **Vision** (Collective Action):

- By coming together...
- Together, we can rewrite the rules...
- We have power in numbers to deliver...
- We can join together and urge our leaders...
- We can solve this by electing leaders who will...

The Inflation Reduction Act will provide good jobs, healthcare that is affordable, and a drop in Medicare RX prices - stopping the pharmaceutical companies from cannibalizing patients with whatever they feel they want to charge. It will allow more of us to have a home to go to, food on the table, and the knowledge our loved ones are safe when we aren't there.

By joining together in support of the President Biden & the Democrats' agenda, a bill specifically designed to address and ease the rising costs we are experiencing through good jobs, higher wages and child care, we can get there.

Together, we can write this chapter in our collective history, achieving an even stronger economy with many more people able to live and thrive.

We have power in numbers to deliver change by supporting those in Congress to those who support us.

## Tips for Messaging on the Economy

1

**Acknowledge**  
the struggle/pain.

2

**Flip the frame**

from rising prices → cost of housing, healthcare, childcare, etc and/or to wages being held down.

3

**Name the Villains:**

Republicans who have blocked all attempts to reduce the cost of living and/or corporations who want to keep wages down and keep raking in profits.

4

**Have a solution:**

Talk about how Biden and the Democrats Inflation Reduction Act helps lower costs for Rx drugs and healthcare; Talk about how working people getting paid what they deserve will allow them to provide for their families.



## Sample Message re. Inflation with pivot to wages.



## Sample Message re. Inflation with pivot to BBBB.

Shared Value

No matter what we look like or where we live, most Americans want the same basic things: to make a good living, care for our families, and feel safe and connected to our communities,

Acknowledge/Reframe  
problem

so some Republican politicians want us to focus on the price of gas and groceries.

But the truth is, it's the big ticket items that cost and matter the most - a roof over our heads, childcare for our kids, and healthcare for our families - that have long been put out of reach for so many hard working Americans.

Name the Villains

so greedy corporations can continue to avoid paying fair wages while they earn absurd sums and pay top executives absurdly high salaries.

Share the Vision

We must join together to demand our elected leaders pass the Inflation Reduction Act to reduce our costs for prescription drugs, healthcare and more - that's how we afford all that we need for our families.

# Examples - Various Topics



We are broke because corporations & billionaires are intentionally breaking us. And hoping we'll point the finger everywhere but at them and the politicians they bankroll.

A political party courts your vote.

An authoritarian regime tries to keep you from voting.

No matter the hate MAGA espouses, fear it promotes, and division it foments, Democrats still stand up for Republican voters' equal say in who represents us.

President Biden says that we need to bring back manufacturing jobs in the United States to drive down prices. Our supply chains need to be housed here at home, rather than outsourced abroad.

President Biden and Republicans passed a bipartisan deal to invest in America's infrastructure. Biden says this will strengthen our supply chains, helping goods get to market, and lowering costs for consumers.

President Biden says corporations are recording record profits while Americans are paying higher prices. He says we need a fairer economy where workers and consumers, not CEOs and shareholders, come out ahead.

## CONSTRUCTING CREATIVE CONTENT:

**ALIGN** your content with the Key Messaging Guidance found above.

**DEPICT** the positive impact resources will have, especially in contrast to visceral images of greed. This is strongly activating to base voters.

**VALORIZE** everyday people's hard work and contributions. Position corporations and the wealthy in contrast to and taking from working people. This also allows us to argue for wages and revenue at once.

**SHOWCASE** people coming together across race and class, both through the language you use *and* the imagery you choose.

**LOCALIZE** the imagery you choose and the villains you highlight to the state or community that you work in. You can swap out images in the content below how you see fit.

# What to do in your break out rooms:

1. Introduce yourselves to each other.
2. 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.
3. 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.
4. Keep in mind - 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

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

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**Workshop - 25 minutes**

**Using these links...for reference**

**Today's Slide Show Slides 28-31**

**Sentence Starters**

**Formulate your own message**

**Share it in the Chat**

How to target dif groups of voters, what our personalities allow us to say. Confidence to educate people about issues: Climate Change, Repro Rights.

Brittani- doesn't yet have the confidence to explain to a voter why she is there.

Reflective listening, and parroting back what you hear is skill for deep canvassing.

Topic of Racism- without actually mentioning race. Curb the divisiveness- using the word Unity for our Value.

**As human beings we all deserve the opportunity to live to our highest potential, yet for too long we've allowed a powerful few to divide us. We need to join together with people from all walks of life to fight for a democracy that works for more Americans.**



# Questions and Discussion

Messaging Huddle 2: April 18

## Homework!

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

## Resources

Messaging Guide (Fund Our Future)

<https://www.asocommunications.com/messaging-guides>

Sample Social Media

[https://docs.google.com/document/d/1R46lqah\\_kyeq9-plx4jfhK2n6b6ngt7ZTr8ULLiDHY/edit](https://docs.google.com/document/d/1R46lqah_kyeq9-plx4jfhK2n6b6ngt7ZTr8ULLiDHY/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/1ENZoRoTzGIN6g4ScrbMnWlbS8Geovl8A\\_Gmi2LPLQJA/edit?usp=sharing](https://docs.google.com/document/d/1ENZoRoTzGIN6g4ScrbMnWlbS8Geovl8A_Gmi2LPLQJA/edit?usp=sharing)

**•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 ([see disinformation best practices](#)).

**NOTE:** We are incorporating issues that the Trump-GOP wants discussed on their terms. Don't engage with or reply to 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!

# REMINDER - BEST PRACTICES

No clicks or comments on the bad guys.

- If you name it, you spread it (and, yes, journalists need to learn this - don't buy into the disinformers' frame or name).
- Messages must be authentic.
- Don't argue - instead question the motives of the bad actor.
- All messaging starts and ends with the truth!
- Offline: Pick your battles. Gently share counter-messaging with persuadable people, using tactics from these materials.
- Recognize normalization as the making of, through routine messaging about deviant behavior through description and framing.  
It is part and parcel of the process of communication by which individuals/ organizations manipulate opinions and responses by making abnormal actions/events appear to be normal or routine.  
Normalization makes anti-social, anti-democratic behavior more acceptable.

Messaging evergreen pro-tip: If you want to disavow something your opposition has claimed about you, repeating their wording with the word "NOT" is the absolute worst way to do it.

- The best way to deal with the disinformation around any topic is to counter their attacks with your own support of the governing body.
- Show up at school board, city council, county commission, or other boards meetings to thank them for their work, for their commitment to diversity, their thoughtfulness in consideration of policies to address community concerns, whatever they are doing well.
- Encourage them to engage all stakeholders but not to engage or get sidetracked with astroturf actors.
- If you are a part of a group that will do so, draft a resolution calling on them to continue doing the great things they are doing (enumerated by you, i.e. diversity, allowing students to learn about our history, responsiveness to the community at large, and so on).
- Above all, recommit yourself to your own growth and awareness of the issues within your community.
- Stand for the marginalized and the ignored.
- Work to nominate and elect people who will be servants of all, and not just their donors.

## 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.

## Next Huddle

On Aug 18, we'll do our final huddle on the topic of:  
~~DEFUND THE POLICE~~ (Public Safety, Justice)

We encourage everyone to participate for all 3 sessions to get full advantage of the information we are sharing. If you missed the first huddle, you can find the presentation for [Messaging Huddle #1 here](#).

This presentation, [Messaging Huddle #2 here](#). If you like you can join us at the the same presentation again on Friday.

Sign up for Huddle #3 here:

Thursday August 18 <https://events.democrats.org/event/479379/>

Respond to event reminder for assistance.



BUILD BACK BETTER USA  
MEDIA AND DEMOCRACY PROJECT

Meme Team



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

## Meme Team

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**FREEDOM TO LEARN**  
EmbRace Our True History

**#GREEDFLATION**



Price Gouging Means:  
Higher Prices for You  
**RECORD PROFITS FOR BIG BUSINESS**

<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](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 Democracy 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/4P6cF0-75bC8-Wa0tTnUAchng>  
Lead by Anat Shenker-Osorio, Jiggy Geroino, Mike Podhorzer

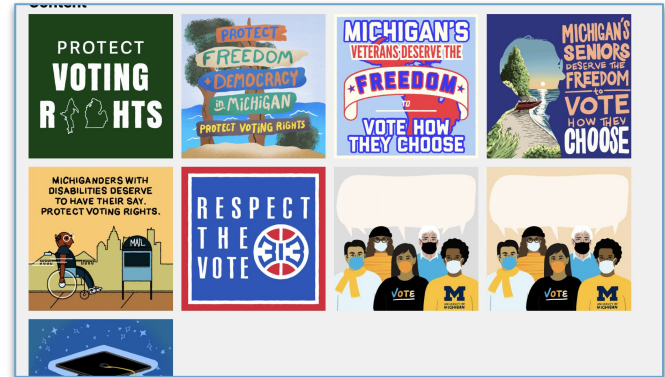
#### Words that Win:

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 with three graphics. The first graphic has a Ukrainian flag background and text: "In 1941, over 33,000 Ukrainian Jews were murdered just 2 days marking one of the deadliest massacres of the Holocaust." The second graphic has a red and white background and text: "President @BidenKJL is a Jewish descendant of Holocaust survivors. Learn more here: www.factcheck.com". The third graphic has a sunflower background and text: "Over 8% of Americans see Ukraine as friendly or ally. This number rises as university or energy. Learn more here: www.factcheck.com". Each graphic has a "Customize and Share" button at the bottom.



## 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](mailto:intoactionlab@taskforce.us)



**Tuesdays 11am PST**

### Build Back Better USA's Cup of Joe Organizing Meeting

Hosted by The Democratic National Committee

Virtual · Join from anywhere

<https://www.mobilize.us/mobilize/event/373822/>



**Tuesdays 4pm PST**

### Build Back Better USA Book Club

Hosted by The Democratic National Committee

Virtual · Join from anywhere

<https://www.mobilize.us/mobilize/event/3744>



**Fridays 4:30pm PST**

### Communities United and Partners Social Discussion

Hosted by The Democratic National Committee

Virtual · Join from anywhere

<https://www.mobilize.us/mobilize/event/3739>



**Tuesdays 7pm EST Biweekly**  
Meme Team - Working together to make pro-democracy memes!

Virtual · Join from anywhere

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



**Mondays 7pm EST Biweekly**  
The Media and Democracy Project - What activists can do: Fix Media...

Virtual · Join from anywhere

<https://www.mobilize.us/mediademocracyproject/event/430177/>

