

Guiding Principles for Images in WORKSHOPS

1. They illustrate the point of the slide and communicate the vision/mission/theory of change in a way which complements the text of the slide and the spoken words - see below for examples.
2. As much as possible, they REFLECT BRAVER ANGELS not stock images
 - a. Use photos from BA events/conventions **whenever possible** (e.g. use of [PHOTO LIBRARY](#)) - assuming with permission
 - b. The images project the aspirational vision/mission of goodwill, trust, active citizenship.
 - c. Images from all our events are included - workshops, debates, convention, Alliance events, online events (for breakout room prompts)
 - d. Use of stock images or clip art may be used when necessary, but should be avoided if possible.
 - e. Title slide for the workshop is particularly important
3. They show a range of emotions - seriousness, happiness, discovery, listening, speaking etc.
4. They show a range of citizens - racially diverse, economically diverse, rural/urban, blue collar/white collar, young/old, and families.
5. They do not distort the demographics of Braver Angels
6. They avoid ambiguity. Images which could be misconstrued in meaning should not be used.
7. Use of images for TITLE SLIDES is to be PROPOSED by the Dev team and to be CONCURRED by the WRT.

EXAMPLES OF GUIDELINE USAGE

Red/Blue - OLD - STOCK photo



Braver Angels

Red-Blue Workshop

Full Day Session
Stereotypes and Fishbowl

braverangels.org

2

New - Using Guidelines - BA photo



Braver Angels

Red-Blue Workshop

Full Day Session
Stereotypes and Fishbowl

braverangels.org

3

Skills for Bridging the Divide
OLD



Skills for Bridging the Divide
NEW



FOR REFERENCE - current version 28 August 2023 - Support Team

Vision

We see an America where goodwill has replaced hostility as the basis of public life, where what unites us is stronger than our divisions, and where trust in each other and in our institutions can protect America's promise.

Mission

We are a citizen's organization offering proven methods to rise above the bitterness of our partisan divide and help build a civic renewal movement that seeks understanding, welcomes both accurate disagreement and common ground, and builds trust.

Theory of Change

Our work begins at the grassroots, empowering citizens to engage productively across political divides.

We support this grassroots change with public arguments rooted in powerful stories that ignite hope.

We use grassroots and partner strength to change institutional norms, particularly in politics, education, and the media.

Improved institutions lead to more grassroots change, creating a virtuous cycle.

This virtuous cycle can help America move from toxic to healthy conflict, making possible fresh solutions based on the contributions of all.

The civic renewal movement we seek is possible when active citizenship and grassroots work are foundational, when many organizations work together, when

no voices are excluded, and when red and blue America are equally represented in the movement's leadership.

The Braver Angels Way

We state our views freely and fully, without fear.

We treat people who disagree with us with honesty, dignity, and respect.

We welcome opportunities to engage those with whom we disagree.

We believe that all of us have blind spots and none of us are not worth talking to.

We seek to disagree accurately, avoiding exaggeration and stereotypes

We look for common ground where it exists and, if possible, find ways to work together

We believe that, in disagreements, both sides share and learn.

In Braver Angels, neither side is teaching the other or giving feedback on how to think or say things differently.

The Braver Angels Rule

We're guided by the rule that red and blue leaders are equally represented at every level of organizational guidance. Our members range from working class to affluent and come from many backgrounds. Our constant striving is to be an organization reflective of the country we seek to serve.