Your Issue

What (Issue) :

Throughout the workshop, you will work on a message about an issue you care about. Right now, choose that issue.Examples of issues are: Climate Change, Health Care, etc. or more specific: lower insulin prices

How (Action):

What *specific* action needs to be taken? An example would be, “Fully fund Head Start” or “Pass House Bill 935: Rural Broadband Infrastructure”. Keep it short and *specific*!

Make a message:

Try your hand at making a message about your issue.

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Stop and Analyze

Opposition Messaging

Determine who is creating and sending the message and who is being targeted (i.e., receiving the message). *For example, if "Saving the Beavers" is your issue, and the opposition is the local timber company, are the targets voters, workers, unions, a regulatory authority etc.?*

Opponent(s):

Audience:

What messages and codewords are you hearing?

What moral/political value frame(s) is your opponent using to reach their audience? Refer to Identifying Frames worksheet for ideas.

Our Messaging

Who are we trying to influence? Think of a target group rather than "everybody".

Our Messages

What are our current messages? Which ones have people adopted?

Our Frames

What core moral /political values, if any, are we *currently* using? Refer to Identifying Frames: Liberal Frames worksheet for ideas. Are our *current* value frames effective?

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