




**Framing
Your Message**

A close-up photograph of a person's hand holding a silver pen, poised to write on a white sheet of paper. The hand is positioned in the upper half of the frame, with the pen tip pointing towards the lower left. The background is a plain, light-colored surface.

Make a list

In chronological order

**List top 4 things you think
about when starting to
prepare a presentation**

Getting Started

1. Who's the Audience?

2. What is important to them?

3. Top 3-4 things you want them to remember?

4. What do you want them to do?





Change people's
minds by figuring out
what's important to them



Change people's
minds by figuring out
what's important to them

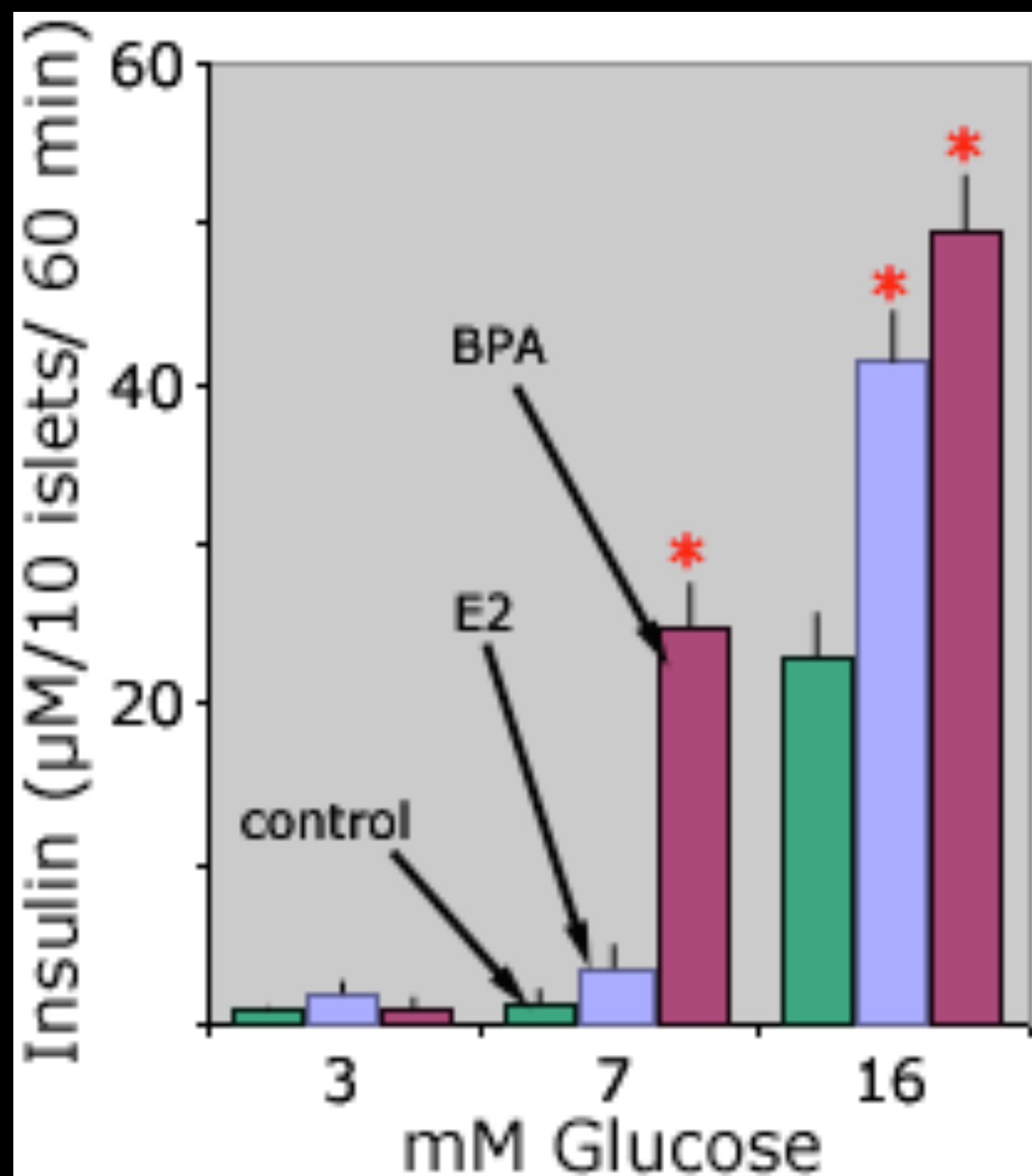


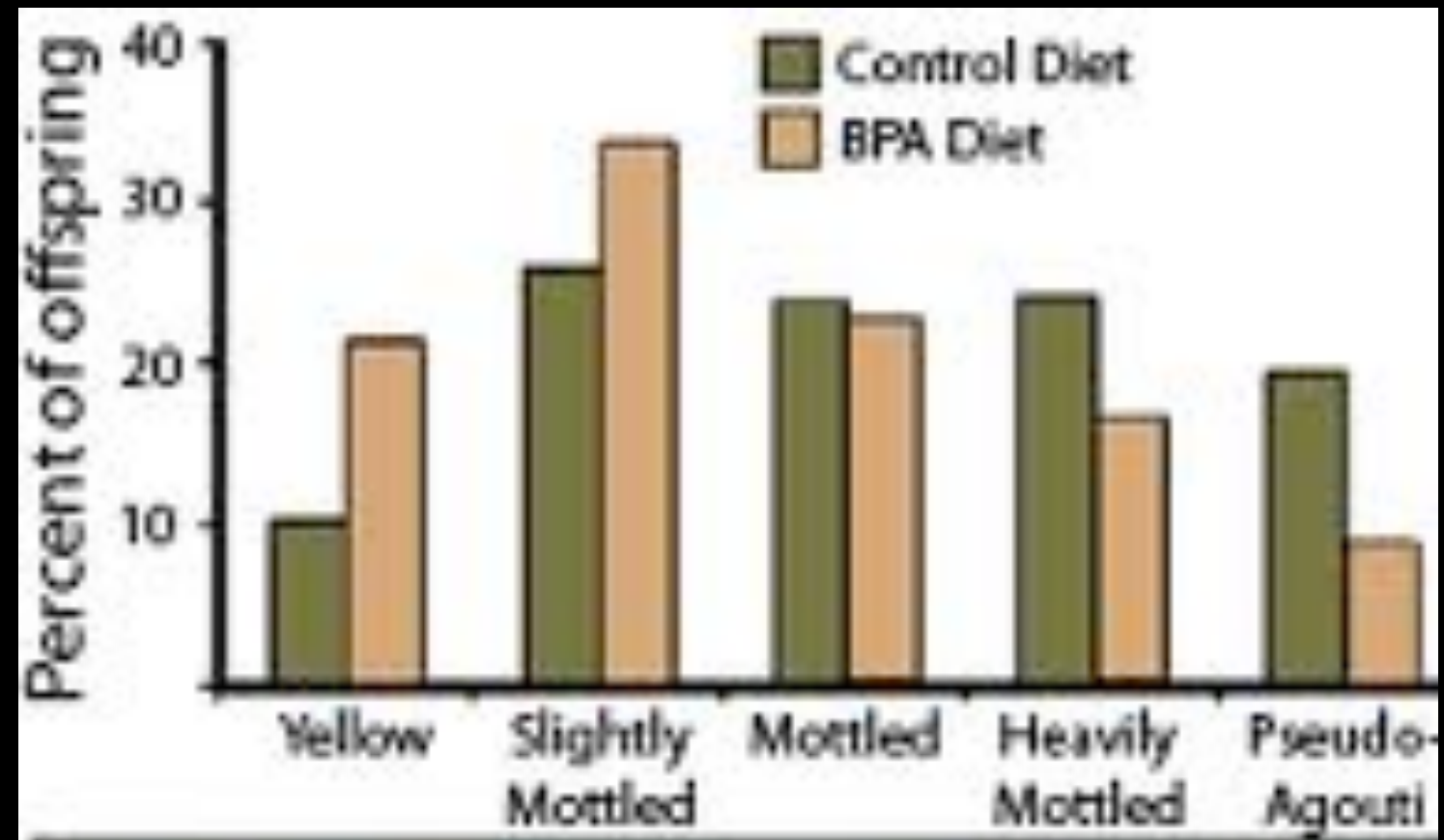
The Story of Bisphenol A (BPA) vs Children

BPA Balancing Authority Total Wind Generation and Wind Basepoint, Last 7 days
02Apr2011 - 09Apr2011 (last updated 8Apr2011 23:21:56)



Based on 5-min readings from the BPA SCADA system for points 79687, 103349
Balancing Authority Wind Generation in Green, Wind Basepoint in Red; Installed Wind Capacity=3522 MW
BPA Technical Operations (TOT-OpInfo@bpa.gov)







Now they
want to
take my
children's
toys away!!!

Government
taking away
your rights/
freedom to
parent



Both sides defined the
message in their own
terms

Guess who won?

Did The Environmentalists Learn?

Corporations
taking away
your right to
protect your
child



Los Angeles Times

California Governor Jerry
Brown signed the Toxin-
Free Infants and Toddlers
Act into law on October 4th
2011

Facts must be framed in terms of
personal importance

Who are you speaking to and
what do they care about?



What am I doing?



Zimbabwe

INSIDE: A 14-PAGE SPECIAL REPORT ON THE HUMAN GENOME

The Economist

JUNE 18TH-25TH 2010

Economist.com

Bill Gates's billionaires' club

How Britain should cut its deficit

Pakistan's dangerous army

Stalin's Kyrgyzstani victims

Norman Macrae, unacknowledged giant

Obama v BP

The damage
beyond
the spill



Frame

The Debate

Or the Debate Frames You





and children with one another. Dogs need to be trained how to act around children, and vice versa. The latter includes more than simply teaching children how to approach a dog: it is an entire process of socializing, one that gradually teaches a child how to respect a dog as another living creature.

Such an understanding is imperative because children in our culture are exposed to a high degree of anthropomorphic conditioning through television and books. They are constantly exposed to animal figures who act like humans. We have already mentioned Lassie, but there is a long list: Goofy wears human clothes, drives a car, has a girlfriend. Mickey and Minnie Mouse set up housekeeping long ago. Rin-Tin-Tin finds the robbers, saves the family from a burning home, and attacks all the right people. Fairy tales abound with animals that have human traits. Pet-food commercials are filled with animals that talk, dance, sing, open beer bottles, and generally behave like humans. To a child, the dog is a buddy, another child. Children think of dogs as other people.

An excellent illustrated book by Maurice Sendak and Matthew Margolis, *Some Swell Pup*, is a children's story that attempts to portray realistically what is involved in purchasing and raising a puppy. This is a good book to read with your children if you plan to bring a puppy into the home. From early childhood, try to balance anthropomorphic thinking in your child by providing him or her with realistic stories about dogs and other animals. If your family has not as yet acquired a dog, make a visit with your child to a local dog shelter to expose him or her to interaction with a dog, the variety of breeds, and to the problems of the pet population. If there is an obedience class in your area, why not take your child to it and watch together from the sidelines?

Once a family obtains a dog, parents have the responsibility of teaching their children never to tease her. Unfortunately, teasing is an occupation many children thrive on; it relieves boredom at the same time as it entertains. Children are often unaware of the effects of poking a dog, pulling tails and ears, and running and screaming around a dog. They can easily miss signs the dog is giving that an aggressive response is in the offing. Before you know it, an unfortunate experience can occur. This is your lookout as a parent.

Not surprisingly, the most important thing you can do to teach your children how to act toward a dog is setting a good example. Over

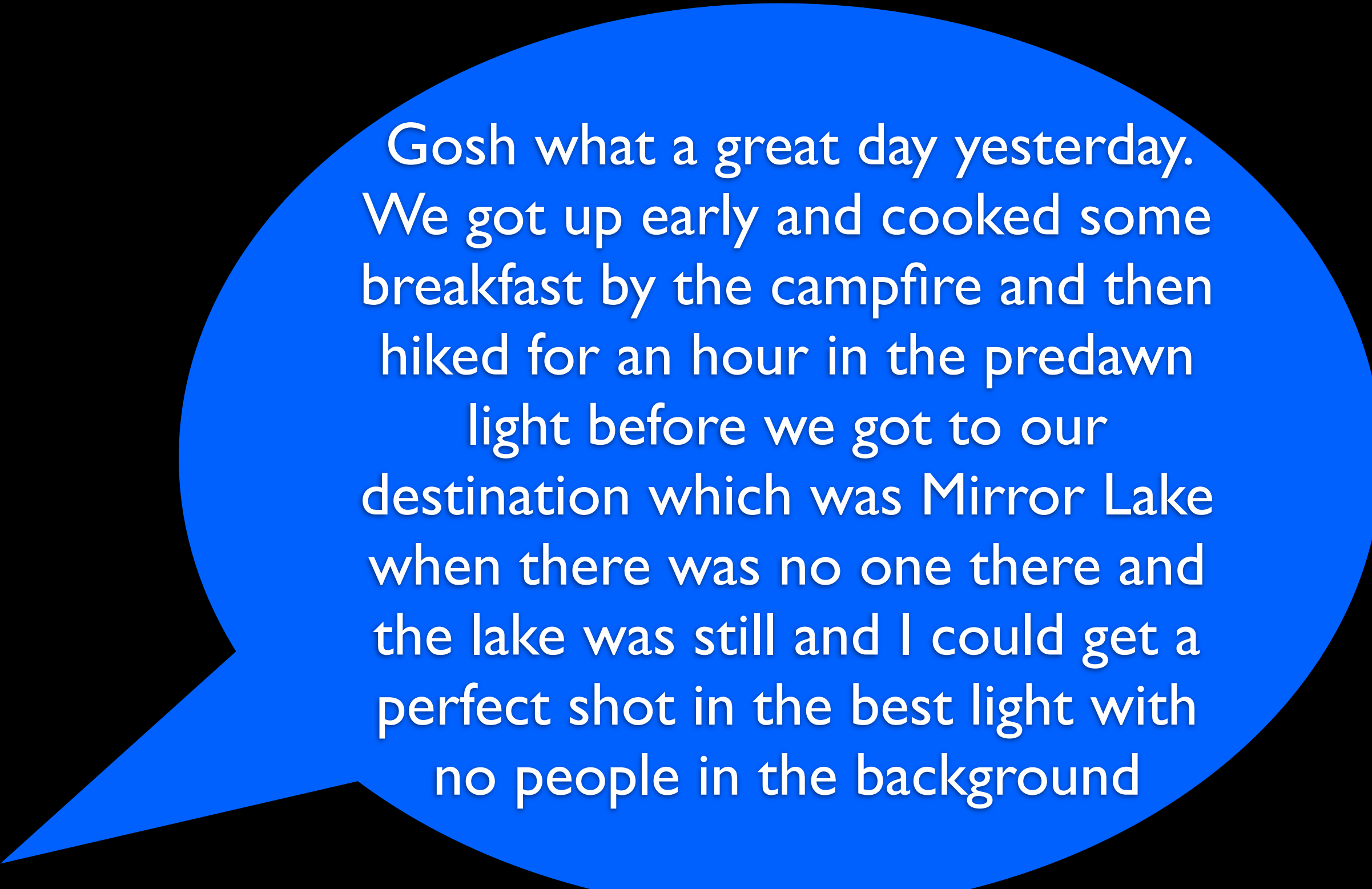
the years in our work, we have seen that children tend to mimic the behavior of their parents toward the dog. If you treat your dog with consideration and respect, your child will see and tend to imitate that attitude. Children have fertile imaginations. By encouraging them to look at things from the dog's perspective, parents can help guide their kids into asking themselves, "Would I want to be treated in such a way?" Additionally, including children in the ordinary chores involved with caring for the dog helps cement the bond of friendship in a way that makes it more difficult for the child to tease and abuse the dog.

What about if you don't have a dog yet? A time-honored technique to help younger children learn how to interact with a puppy is to have them practice with a dog doll first (i.e., teaching them how to pet). We prefer encouraging parents to expose their children beforehand to real-life situations with trustworthy dogs and pups. These can often be arranged with friends and neighbors and have the virtue of preparing children for life with a pet by providing them with hands-on experience. This is a good idea even if you don't want a dog in the near future, for your child will inevitably encounter dogs while playing at friends' houses. Over the years we have noticed that some parents can be overly protective of their children, screening them from contact with dogs for all sorts of reasons. Yet children not exposed to dogs early in their lives in a controlled and natural way can very easily become fearful or act in ways that invite aggressive responses from a dog. We advise parents in general to teach their children proper manners around a dog whether or not their family has a dog. Here are some basic guidelines we have found helpful:

1. Never approach a dog while he is eating. Dogs instinctively protect their food, and little children who approach them at this time may provoke an aggressive response. It is also a good idea for you as an adult to desensitize your dog to protective behavior around food. This means using a progressive series of behavior-modification exercises grounded in feeding him out of your hand. But it is also wise to think preventatively. Especially when there are small children around, don't invite trouble. Have the dog eat his meal in his den or in a quiet spot.

2. Never approach a strange dog who is not on leash with her owner. Despite the fact that some dogs may appear to be friendly at first, dogs are capable of a quick, aggressive response if a child

Our mind is
not a book



Gosh what a great day yesterday.
We got up early and cooked some
breakfast by the campfire and then
hiked for an hour in the predawn
light before we got to our
destination which was Mirror Lake
when there was no one there and
the lake was still and I could get a
perfect shot in the best light with
no people in the background



Use Powerful Pictures

HUMANS PROCESS IMAGES
60,000X FASTER
THAN WORDS.



WE ALSO RECALL INFORMATION
PRESENTED AS IMAGES
6X MORE EASILY THAN TEXT.



Pictures



Should define your message

Pictures



Should define your message

Pictures



Should define your message

Framing your message



Tells your story the way you want it to be told

Framing your message



Tells your story the way you want it to be told

Let visuals speak for you



WHAT GOES IN THE OCEAN GOES IN YOU.

RECENT STUDIES ESTIMATE THAT FISH OFF THE WEST
COAST INGEST OVER 12,000 TONS OF PLASTIC A YEAR.
FIND OUT HOW YOU CAN HELP TURN THE TIDE ON PLASTIC
POLLUTION LOCALLY AT WWW.SURFRIDERVANCOUVER.ORG

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Source: Carlson, P. Aach RG (2011) Plastic ingestion by mesopelagic fishes in the North Pacific
Subtropical Gyre. Mar Ecol Prog Ser 432:175-180





**Eventually
someone will pick
up your litter.**

If you miss the bin, you hit the Bay.



YOUR LOCAL COAL BURNING
POWER PLANT HAS A NEW FILTER.



HIS NAME IS DANNY.



Pollution from coal-fired power plants is making our kids sick — 1 in 10 already suffer from asthma. Our kids deserve better than a city with smog-filled summers. Tell President Obama to stand up to polluters. **Text COAL to 69866** to take action for cleaner air. sierraclub.org/coal



SIERRA
CLUB
FOUNDED 1892

A conceptual image showing a fetus curled inside a toilet bowl, illuminated by a bright blue light. The toilet bowl is dark, and the fetus is a lighter, translucent blue color. The background is a deep blue gradient.

SAVE WATER NOW
FOR THE NEXT GENERATIONS



Fecal coliform bacteria machine




The ingredients of dog waste are harmful to children.

**Scoop the poop, bag it,
and place it in the trash**

Clean yards. Clean streams. (And clean shoes!)

**101 REASONS TO PICK UP PET WASTE:
NUMBER 7**


National Center for
Human and Ecological
Health
Bioscience Resource
Project
www.bioscience-resource.org



Freedom

Patriotism



Self-Reliance

Independence

Threat

Freedom

Insecurity

Fear

Know
your
audience



Your message must be matched to
your audience's values/morals

= IDENTITY

Values

Loyalty

Respect

Freedom

Self-reliance

Individualism

Safety

Community

Fairness

Happiness

Family

Children

Goodness

Independence

Patriotism

Discipline

Decency

Faith

Opportunity

Frame with
visual values
that tell your
story

And use
videos!

Anti-Fracking Video

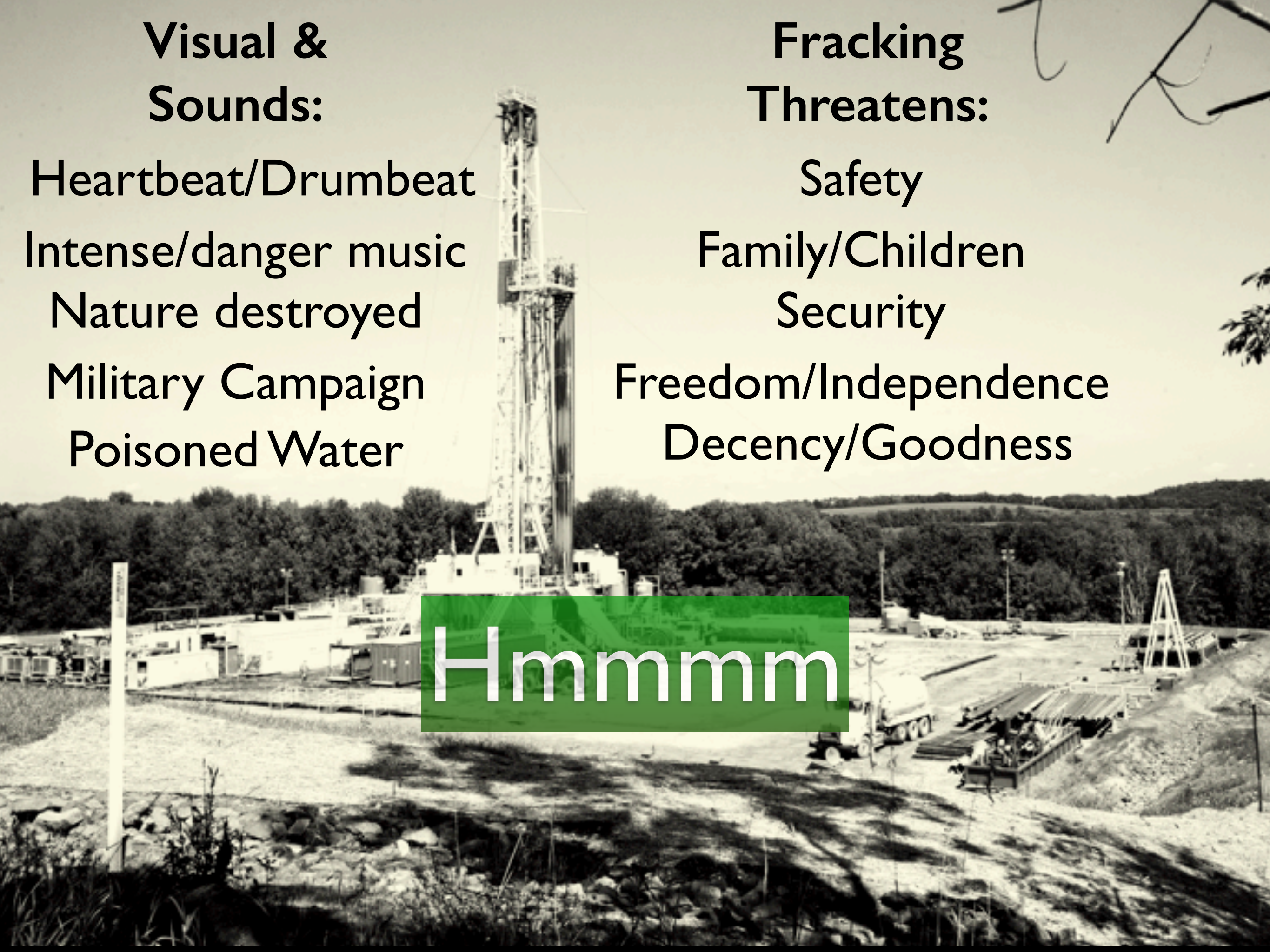
Visual & Sounds:

Heartbeat/Drumbeat
Intense/danger music
Nature destroyed
Military Campaign
Poisoned Water

Fracking Threatens:

Safety
Family/Children
Security
Freedom/Independence
Decency/Goodness

Hmmmm



If I Wanted America to Fail - Video

Visual & Sounds:

Setting Sun

Sad music

Flags/Patriotic sites

Children

Industry/Business

Environmentalism Threatens:

Opportunity

Self Reliance

Freedom/Independence

Strength

Decency/Goodness

A black and white photograph of an oil pumpjack. The pumpjack is a large, dark metal structure with a long, curved arm. The word "AMPSCOT" is visible on the side of the arm. The pumpjack is set against a light background. In the foreground, there is a green rectangular overlay with the text "Hmmm" in white. The pumpjack is the central focus of the image.

Hmmm

Don't forget humor

(And audience relief)

Dog Doogity Puget Sound - Video

The Wichita Audience

Dog Doogity Wichita - Video

How Do You
Structure Your
Message?

2-3 STEPS

FRAME THE PROBLEM

What's the bigger picture?

FRAME THE SOLUTION

GENERATE ACTION



VOTE
AGAINST WILSON
HE OPPOSES
NATIONAL
WOMAN SUFFRAGE

WILSON
IS
AGAINST
WOMEN

VOTE
AGAINST WILSON
HE OPPOSES
NATIONAL
WOMAN SUFFRAGE

PRESIDENT WILSON
HOW LONG DO YOU ADVISE
US TO WAIT?

IS
AGAINST
WOMEN

WILSON
IS
AGAINST
WOMEN

VOTE
AGAINST WILSON
HE OPPOSES
NATIONAL
WOMAN SUFFRAGE

WILSON
IS
AGAINST
WOMEN

Solution

Problem

Action

**WOMEN
PAY TAXES!!
WOMEN
OBEY THE LAWS!**

Women and Children suffer from
dirty streets, impure milk, adulter-
ated food, bad sanitary conditions,
smoke laden air, underpaid labor.

**WOMEN CLEAN THE HOMES;
LET THEM HELP CLEAN THE CITY**

VOTE 300 X 'YES' AMENDMENT NO. 1, NOV. 5, 1912

It will give the women A SQUARE DEAL.
It will give your girl the same chance
as your boy.

VOTES FOR WOMEN

COLLEGE EQUAL SUFFRAGE LEAGUE, 406 SELLING BLDG.

Problem/Solution/Action

Troy Library

The Troy Library
needs money



Vote to Close the
Library & Attend
the Book Burning



A Vote Against
the Library is Like
a Vote to Burn
Books -
Vote YES!

Problem

Solution

Action

Tea Party

The Troy Library
wants to take
your money



Don't let them
raise your taxes!



Vote NO! on a
tax increase for
the Troy Library

CONFLICT OIL	ETHICAL OIL
  DICTATORSHIP	 DEMOCRACY
ETHICAL OIL. A CHOICE WE HAVE TO MAKE.	
<small>Enter the site to learn more about Ethical Oil from Canada >> EthicalOil.org</small>	

CONFLICT OIL	ETHICAL OIL
 PERSECUTION	 PRIDE
ETHICAL OIL. A CHOICE WE HAVE TO MAKE.	
<small>Enter the site to learn more about Ethical Oil from Canada >> EthicalOil.org</small>	

Problem

CONFLICT OIL	ETHICAL OIL
 FUNDS TERRORISM	 FUNDS PEACEKEEPING
ETHICAL OIL. A CHOICE WE HAVE TO MAKE.	
<small>Enter the site to learn more about Ethical Oil from Canada >> EthicalOil.org</small>	

CONFLICT OIL	ETHICAL OIL
 SUDAN'S OIL FIELDS: INDIGENOUS PEOPLES KILLED	 CANADA'S OIL SANDS: ABORIGINALS EMPLOYED
ETHICAL OIL. A CHOICE WE HAVE TO MAKE.	
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Action

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Control the Debate:

Define Your

Problem

Solution

Action



Are your water bills
drowning you?

Our **water bills have skyrocketed** since last July! The new arbitrary billing scheme which is punishing our residents charges people monthly **penalties of up to 700%**. People most. Do we want our yards to consist of just sand and This battle can't be won alone. We must bring the full dictating our quality of life!

I will lead the **fight** to reduce water

We must bring the full power of our city to stop the water districts from dictating our quality of life



Andrew Blount for Laguna Hills City Council



www.BlountForLagunaHills.com

Paid for by Andrew Blount for Laguna Hills 2012 • Campaign ID# 1346392

People act based on
their values & morals

AND FINALLY

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT

**CHURCH
START**

DON'T VOTE

THINGS ARE FINE JUST THE WAY THEY ARE.



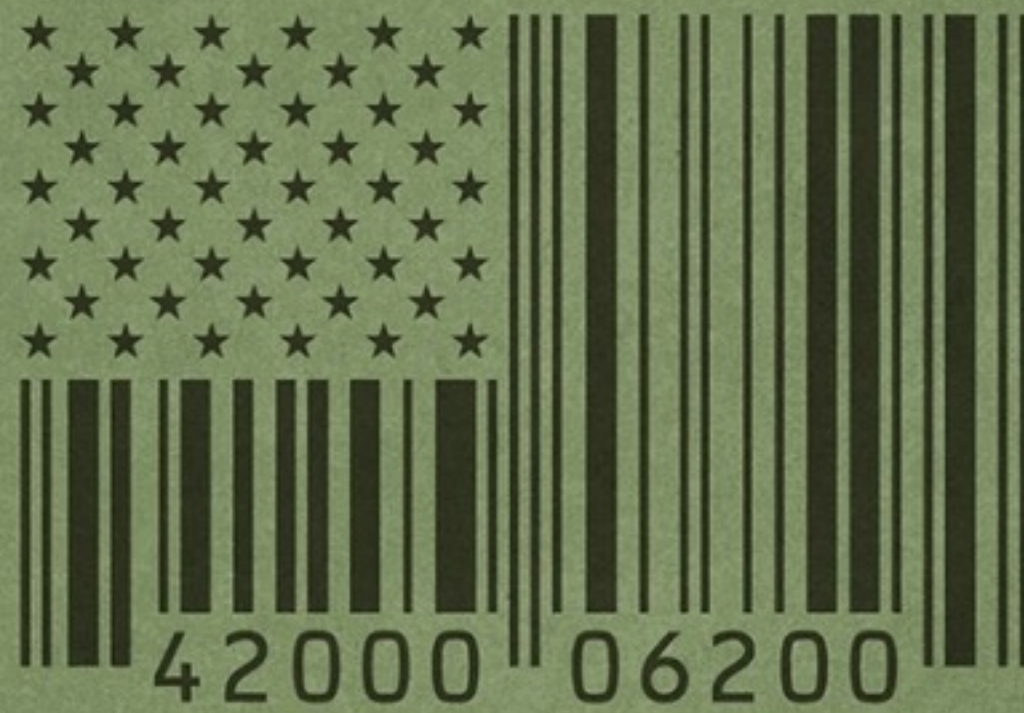
DON'T VOTE
THINGS ARE FINE JUST THE WAY THEY ARE.



MADE IN CHINA

DON'T VOTE

THINGS ARE FINE JUST THE WAY THEY ARE.

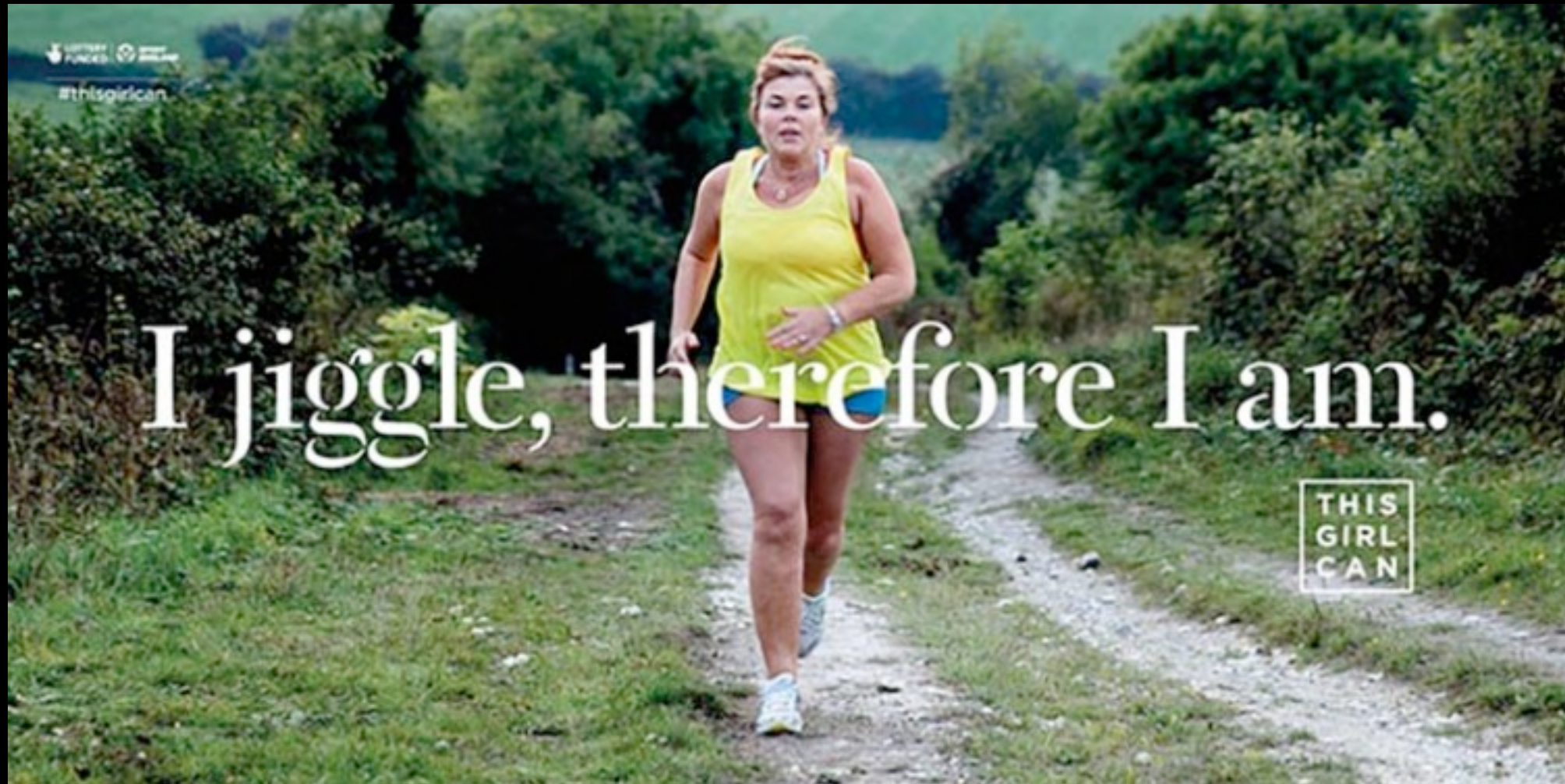


DON'T VOTE
THINGS ARE FINE JUST THE WAY THEY ARE.



DON'T VOTE
THINGS ARE FINE JUST THE WAY THEY ARE.

THINGSAREFINE.ORG



SPONSORED BY
#thisgirlcan

I jiggle, therefore I am.

THIS
GIRL
CAN

UNITED STATES OF AMERICA
#thisgirlcan

I swim because I love my body.
Not because I hate it.

THIS
GIRL
CAN

WOMEN'S
FOUNDED
#thisgirlcan

I'm slow but I'm lapping
everyone on the couch.

THIS
GIRL
CAN

thisgirlcan.co.uk

LOTTERY FUNDED | 
#thisgirlcan

I kick balls. Deal with it.

THIS
GIRL
CAN

LOTTERY
FUNDED |  
#thisgirlcan

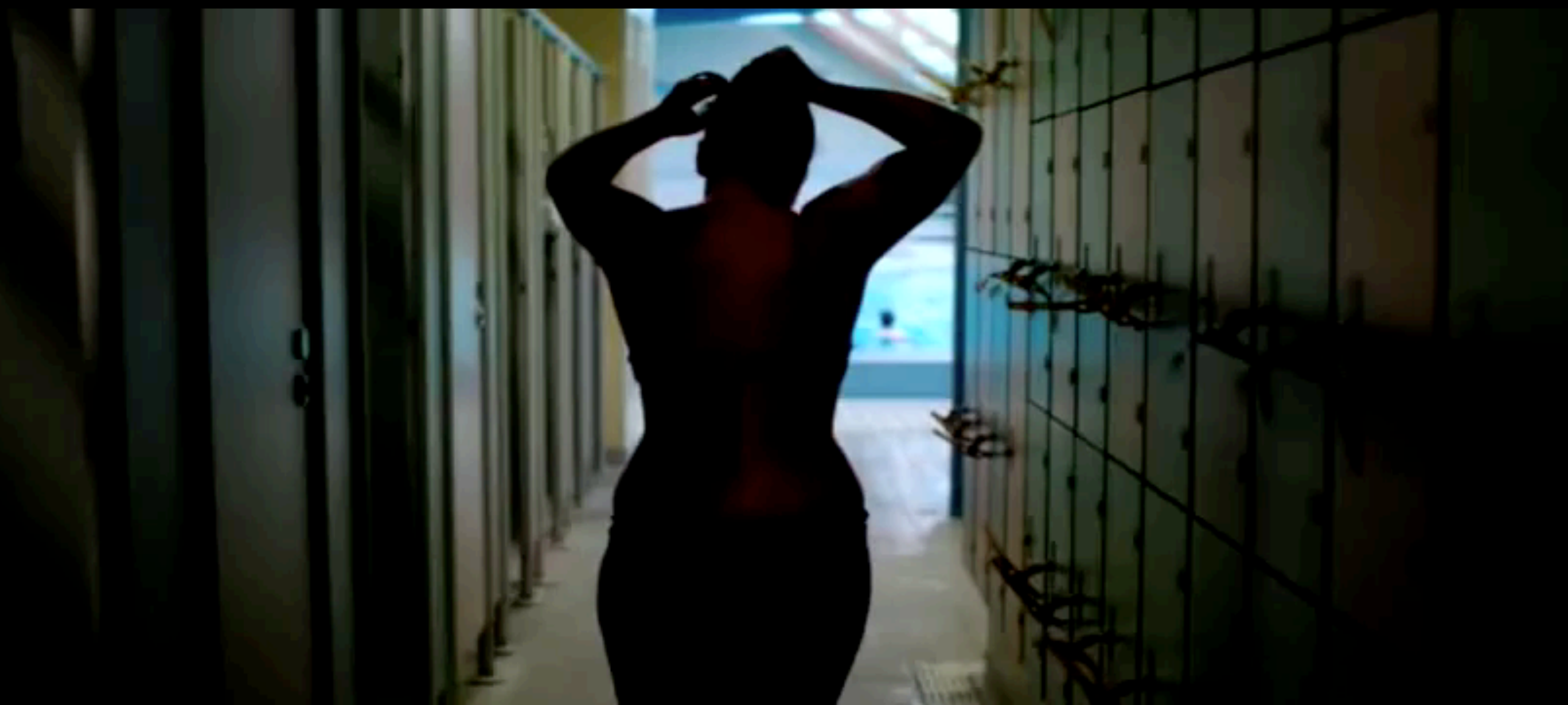
Hot and not bothered.

THIS
GIRL
CAN

Sweating
like a pig,
feeling
like a fox.

THIS
GIRL
CAN

And top it off with a
song...



Give Your Opportunity a Message

Your Original

Problem: University students are graduating with no real understanding of civics or government.

Solution: In partnership with Maplight and Rock the Vote, the League is offering a program to engage young voters

Action: Go to our website and learn more. Our program is coming to your community this summer.

Reframe it!

They want to silence you.

They want to keep you quiet.

Speak out!

Learn the facts here:
www.lwvc.org and while you're at it:

Register to vote here:

