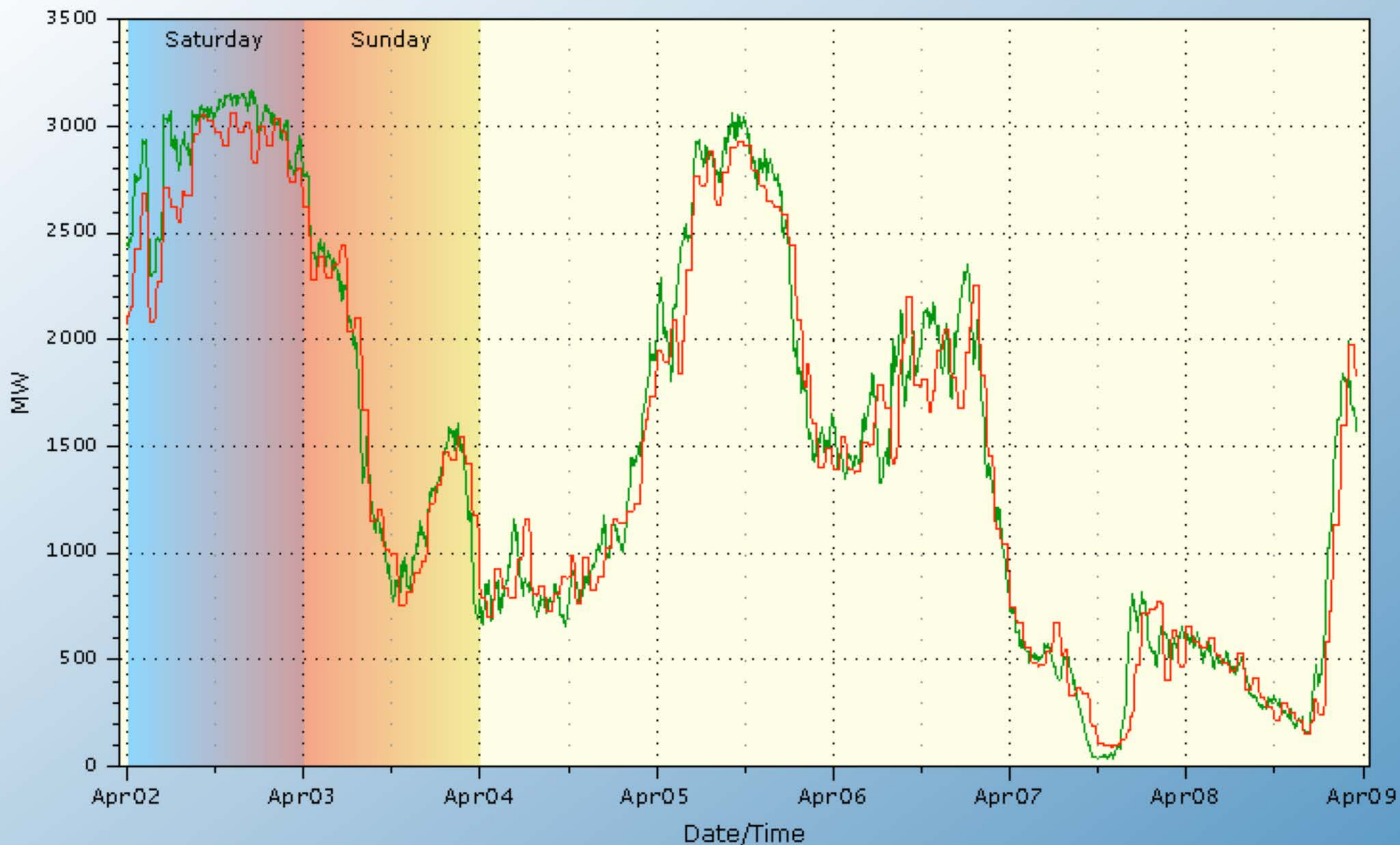


Framing Your Message

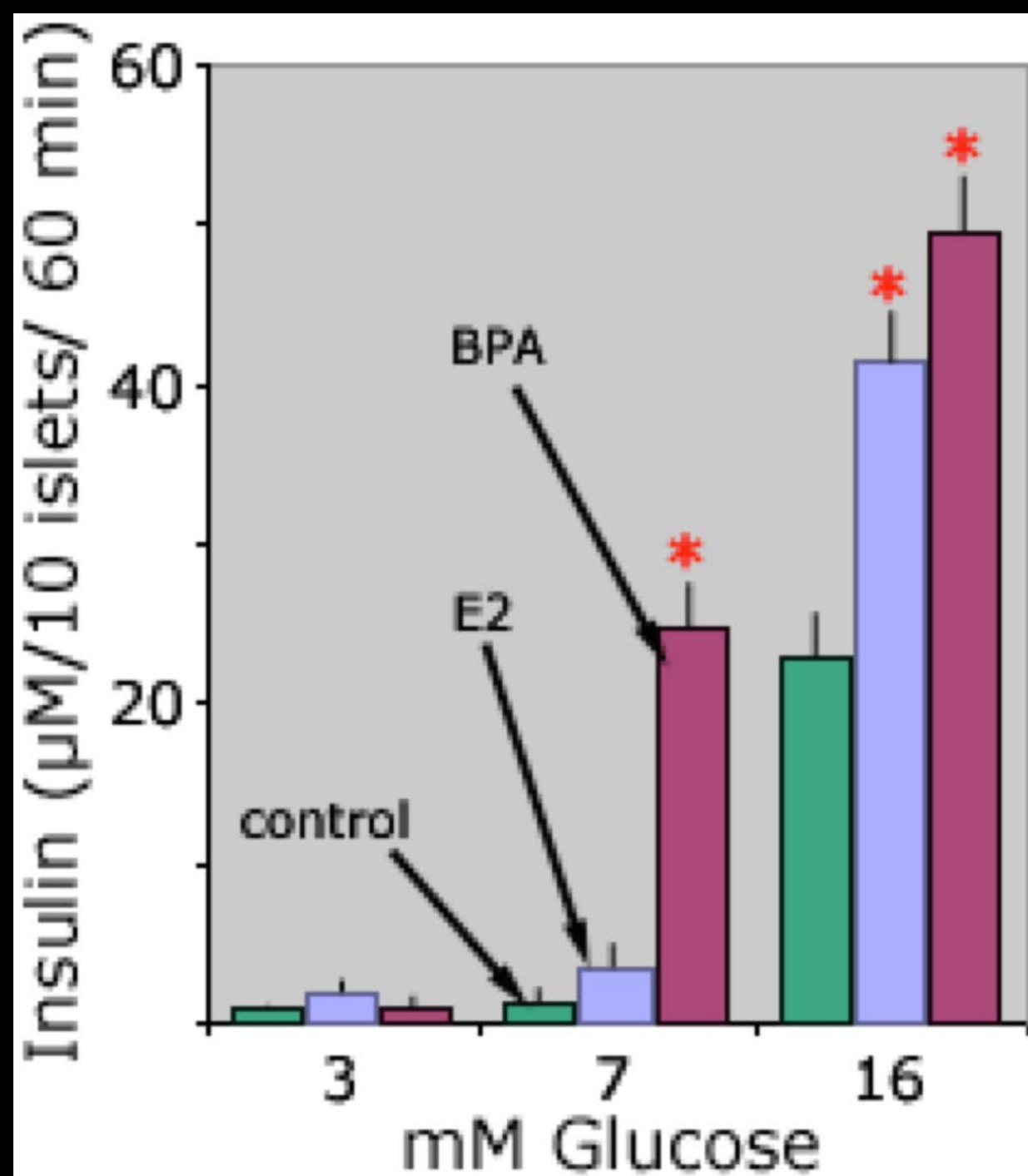
Christina Dragonetti, LWVC Director

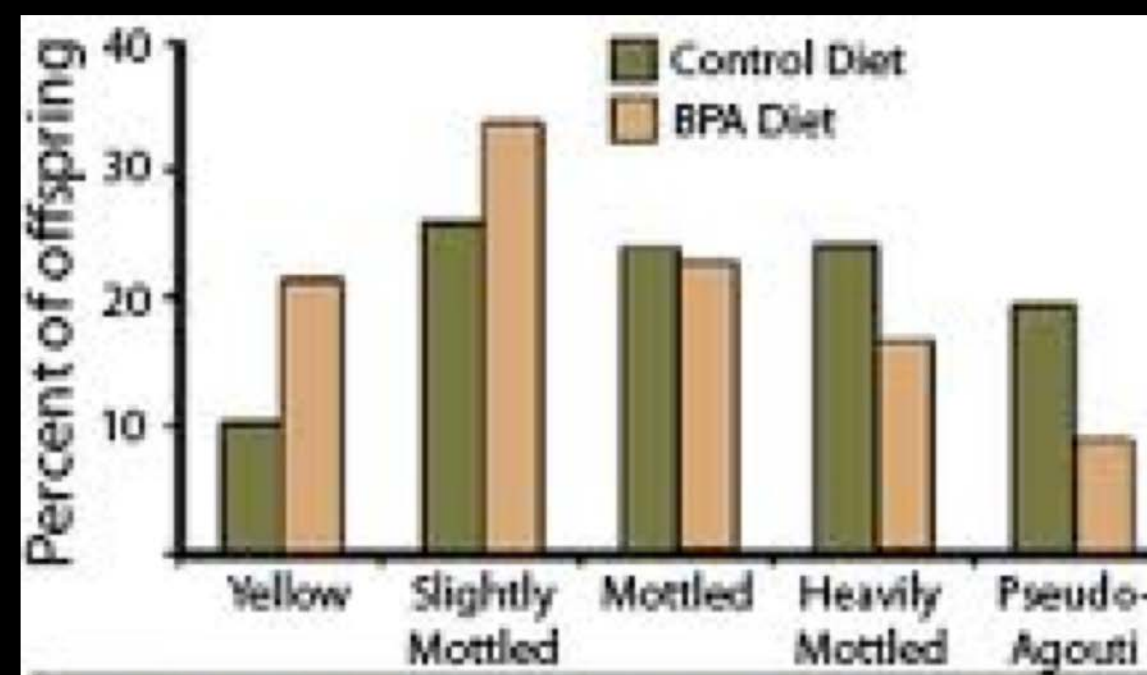
The Story of Bisphenol A (BPA) vs Children

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



BABY'S TOXIC BOTTLE

Bisphenol A
Leaching from
Popular Baby
Bottles

Brought to you by The Work Group for Safe Markets,
a coalition of U.S. public health and environmental NGOs including:

Alliance for a
Healthy Tomorrow

Boston Children's
Food Management

Breast Cancer Fund

Center for Health,
Environment and Justice

Clean New York

Clean Water Action
Environment America

Environmental
Defence (Canada)

Environmental
Health Fund

Environmental Health
Strategy Center

Healthy Legacy

Learning Disabilities
Association of America

NRDC (Making Our
Kids Safe)

Oregon Environmental
Council

US PIRG

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?

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



Don't let someone else
frame your message

Or assume your
message is already
understood

U.S. Drought Monitor California

January 13, 2015

(Released Thursday, Jan. 15, 2015)

Valid 7 a.m. EST

Drought Conditions (Percent Area)

	None	D0-D4	D1-D4	D2-D4	D3-D4	D4
Current	0.00	100.00	98.12	94.34	77.52	39.15
Last Week <i>1/6/2015</i>	0.00	100.00	98.12	94.34	77.94	32.21
3 Months Ago <i>10/14/2014</i>	0.00	100.00	100.00	95.04	81.92	58.41
Start of Calendar Year <i>12/30/2014</i>	0.00	100.00	98.12	94.34	77.94	32.21
Start of Water Year <i>9/30/2014</i>	0.00	100.00	100.00	95.04	81.92	58.41
One Year Ago <i>1/14/2014</i>	1.43	98.57	94.18	89.91	62.71	0.00

Intensity:

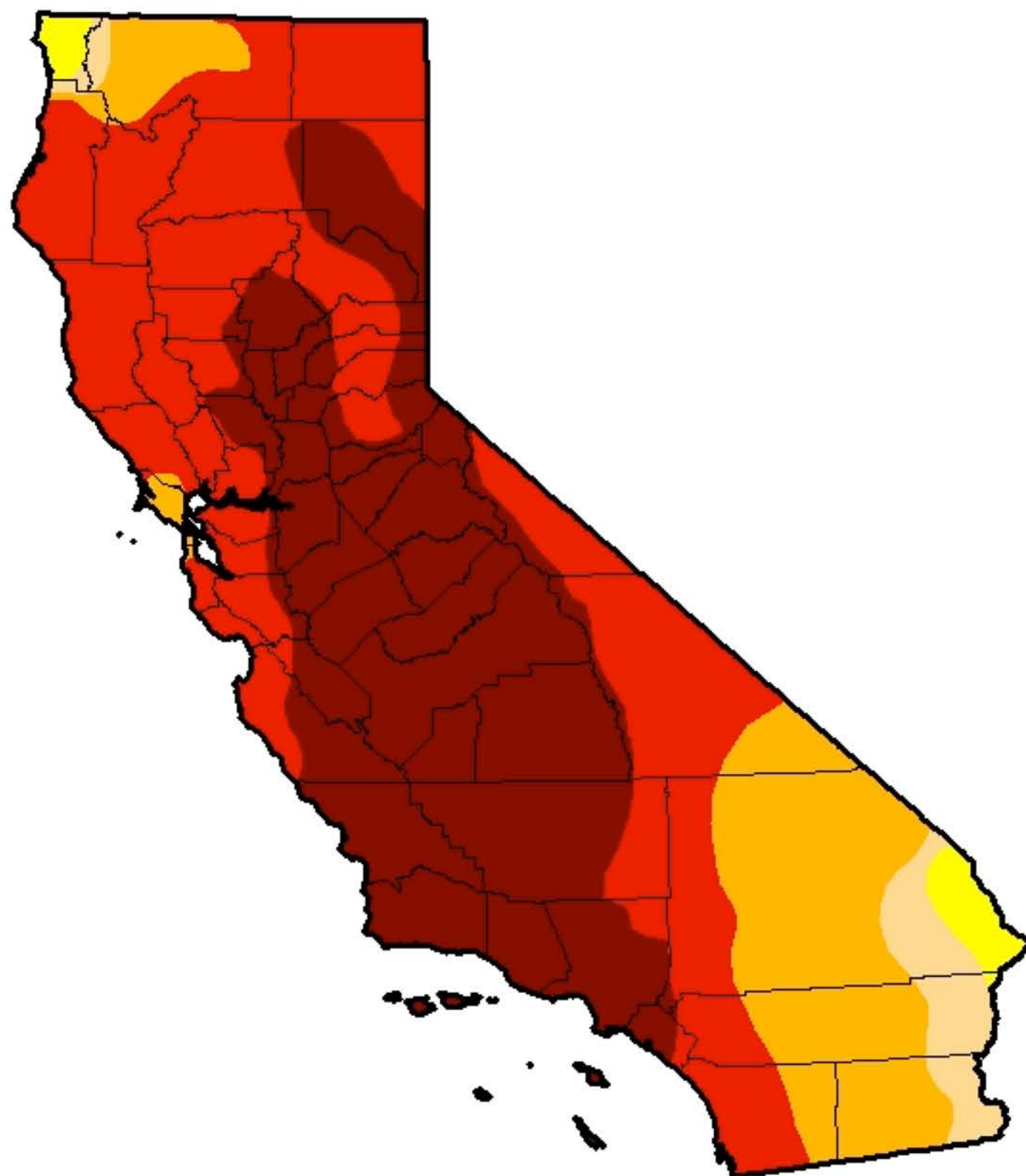
 D0 Abnormally Dry	 D3 Extreme Drought
 D1 Moderate Drought	 D4 Exceptional Drought
 D2 Severe Drought	

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying text summary for forecast statements.

Author:

Richard Tinker

CPC/NOAA/NWS/NCEP

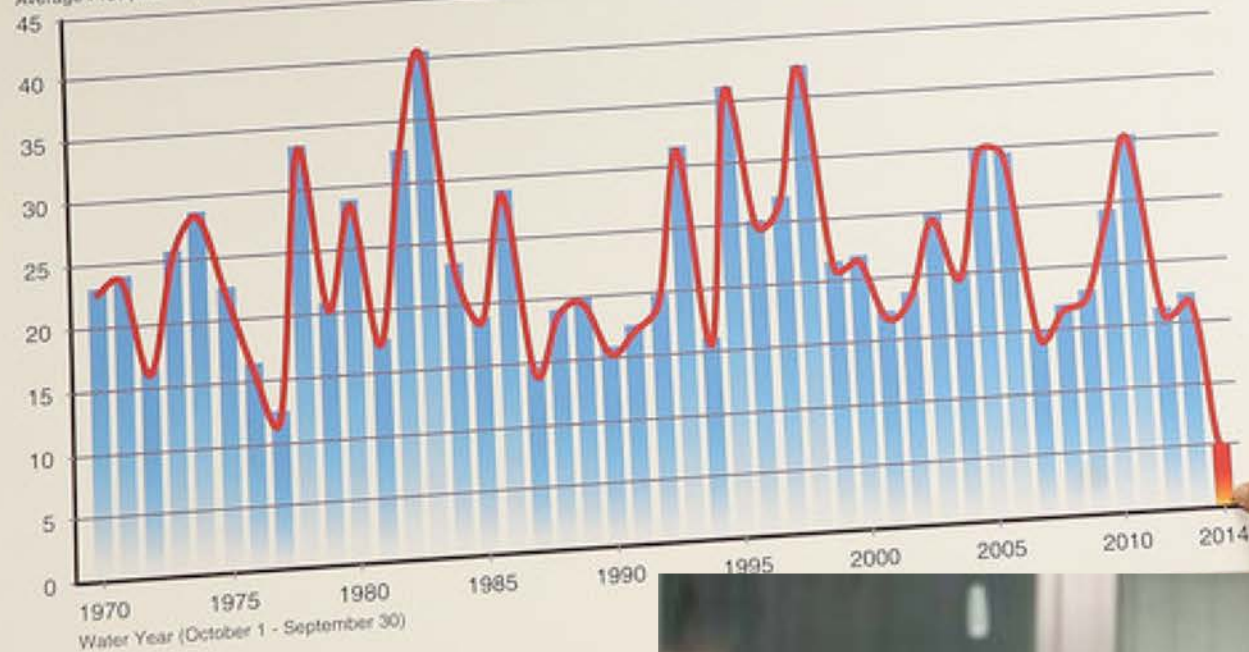


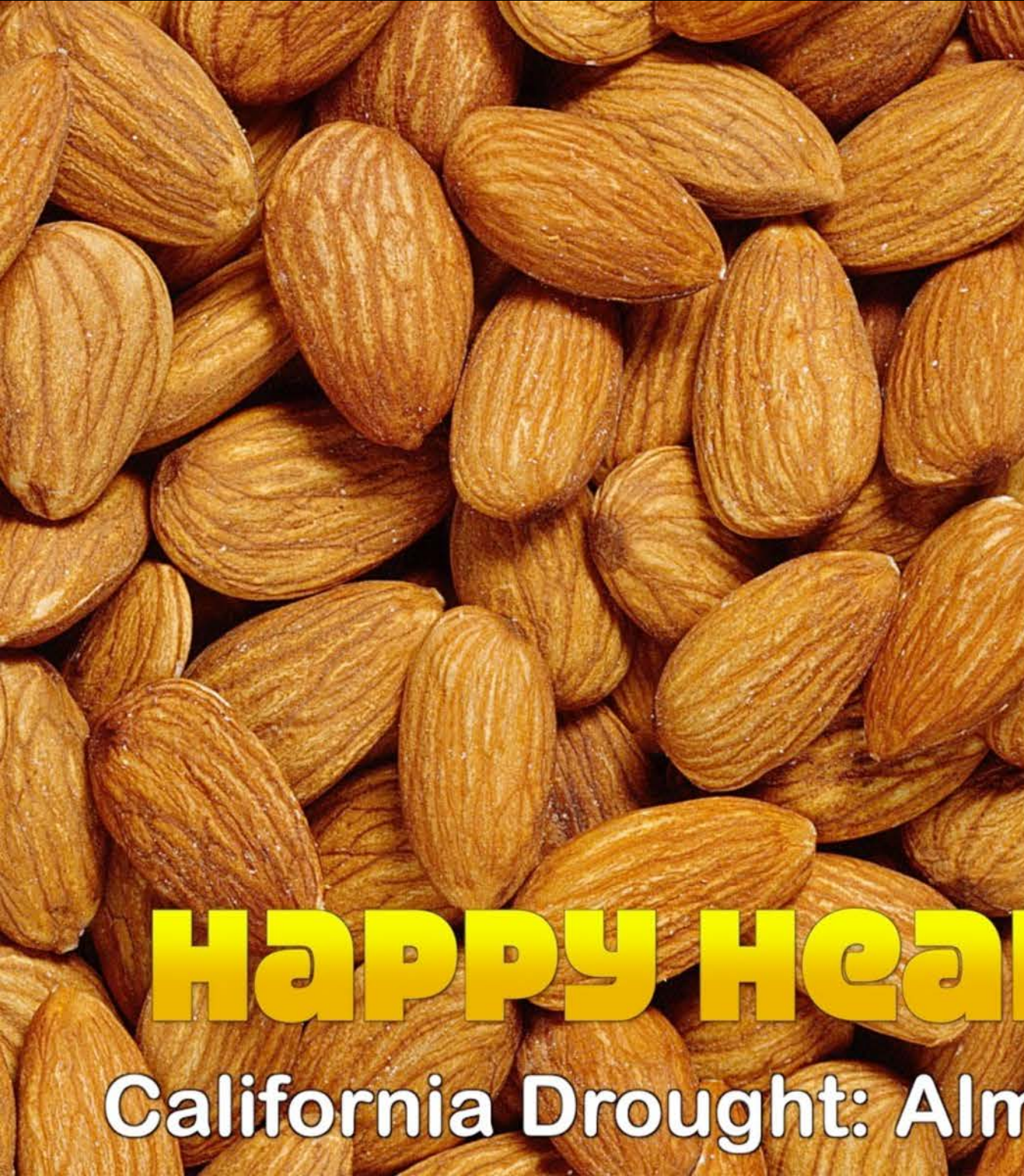
<http://droughtmonitor.unl.edu/>



Statewide Average Precipitation - by water year

Average Precipitation (Inches)





HAPPY HEALTHY VEGAN
California Drought: Almonds Or Meat's Fault?

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 view 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 introduce a dog into the home. From early childhood, try to balance the 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 pound or 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 school 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 the child to interact with a pet by providing them with hands-on experience. It 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 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

Use Visuals that Tell



Your Story

HUMANS PROCESS IMAGES
60,000X FASTER
THAN WORDS.



Textual Description

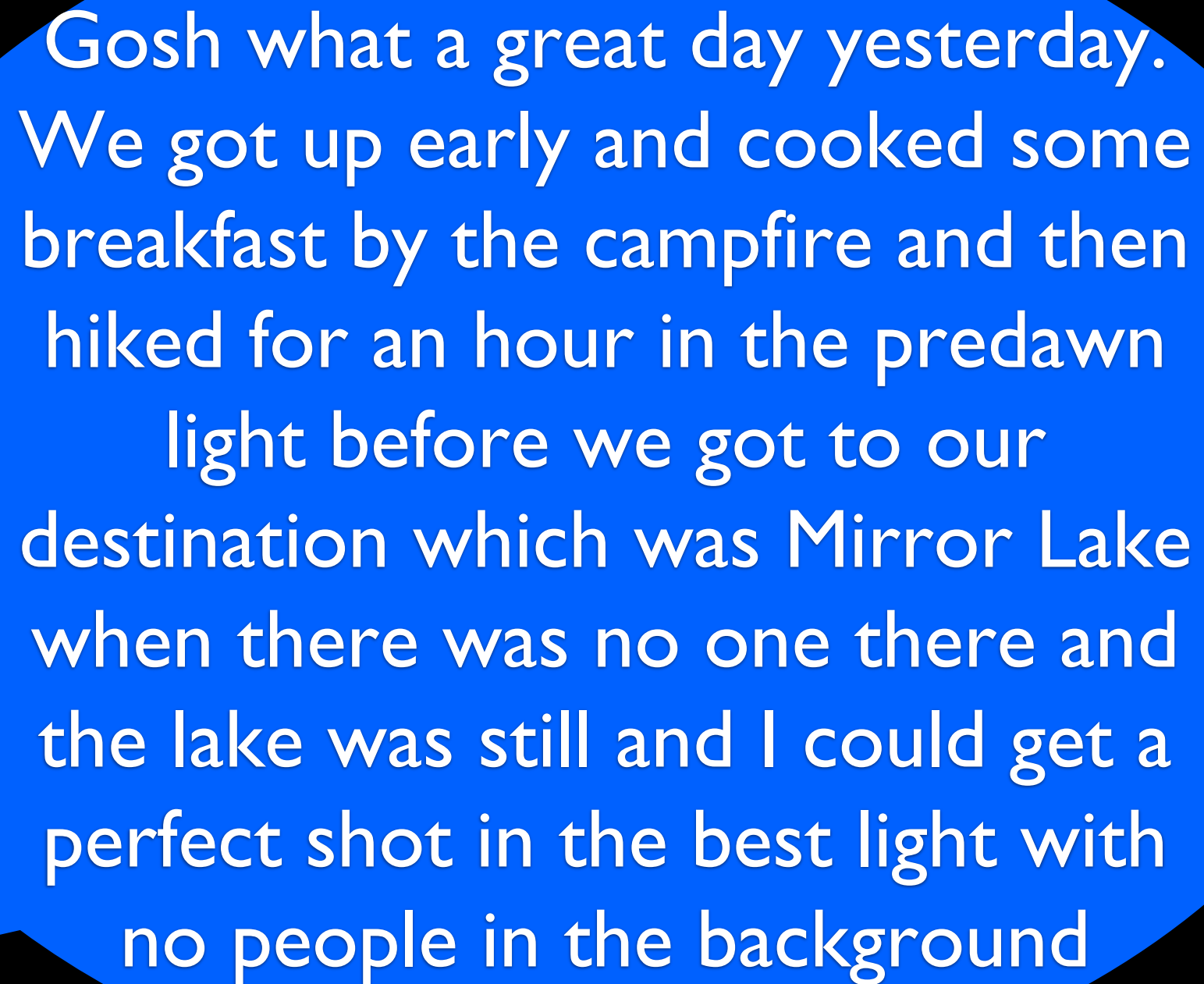
A plane figure
with four equal
straight sides
and four right
angles

Visual Description



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





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



Pictures



Should define your message

Framing your message



What Lies Under - Ferdi Rizkiyanto - 2011



Tells your story the way you want it to be told

Let visuals speak for you

The Bad

San Francisco



JUST PUSH IT

Sweep don't spray. It's a DROUGHT.

sfwater.org/DROUGHT



San Francisco
Water Power Sewer
Services of the San Francisco Public Utilities Commission

San Francisco

Shaking the handle won't fix the
leak even if you

Jiggle it.

Repairing home plumbing leaks – can save
hundreds of
gallons a day.

We're in a drought!
Hetch Hetchy water –
too good to waste.
sfwater.org/conservation



**San Francisco
Water Power Sewer**
Servers of the San Francisco Public Utilities Commission



#DroughtSF

Southern California Water



The Ugly

CA Highway

SERIOUS DROUGHT
HELP SAVE WATER



The Good

human



cow



grass

Grass is dumb. Water 2 minutes less. Your lawn won't notice.

USE ONLY
WHAT YOU
NEED.

 DENVER WATER







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

SURFRIDER and the SURFRIDER LOGO are registered service marks of Surfrider Foundation.
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Source: Davison P, Asch RG (2011) Plastic ingestion by mesopelagic fishes in the North Pacific
Subtropical Gyre. Mar Ecol Prog Ser 432:173-180





**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

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-Animal Interactions
Baylor School of Veterinary Medicine
www.ncaii.org



Freedom

Patriotism



Self-Reliance

Independence

Threat

Freedom

Insecurity

Fear

Know
your
audience



Rule of Reciprocity



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

Decency

Discipline

Faith

Opportunity

Quality of Life

Frame with
visual values
that tell your
story



Visual & Sounds:

Upbeat music

Nature preserved

Food, family & farm

Hard work

Tradition

Fracking Supports:

Safety

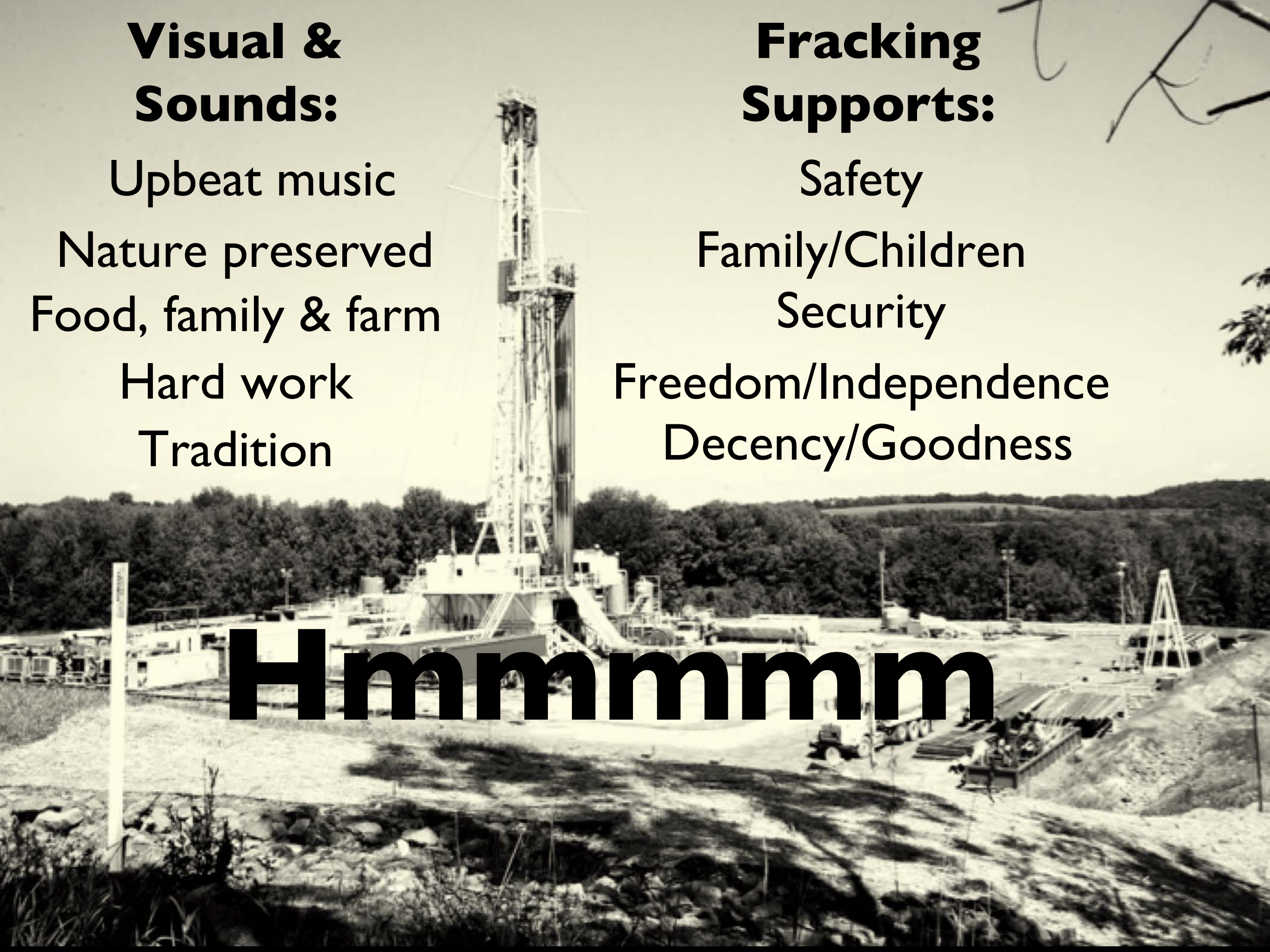
Family/Children

Security

Freedom/Independence

Decency/Goodness

Hmmmmmm





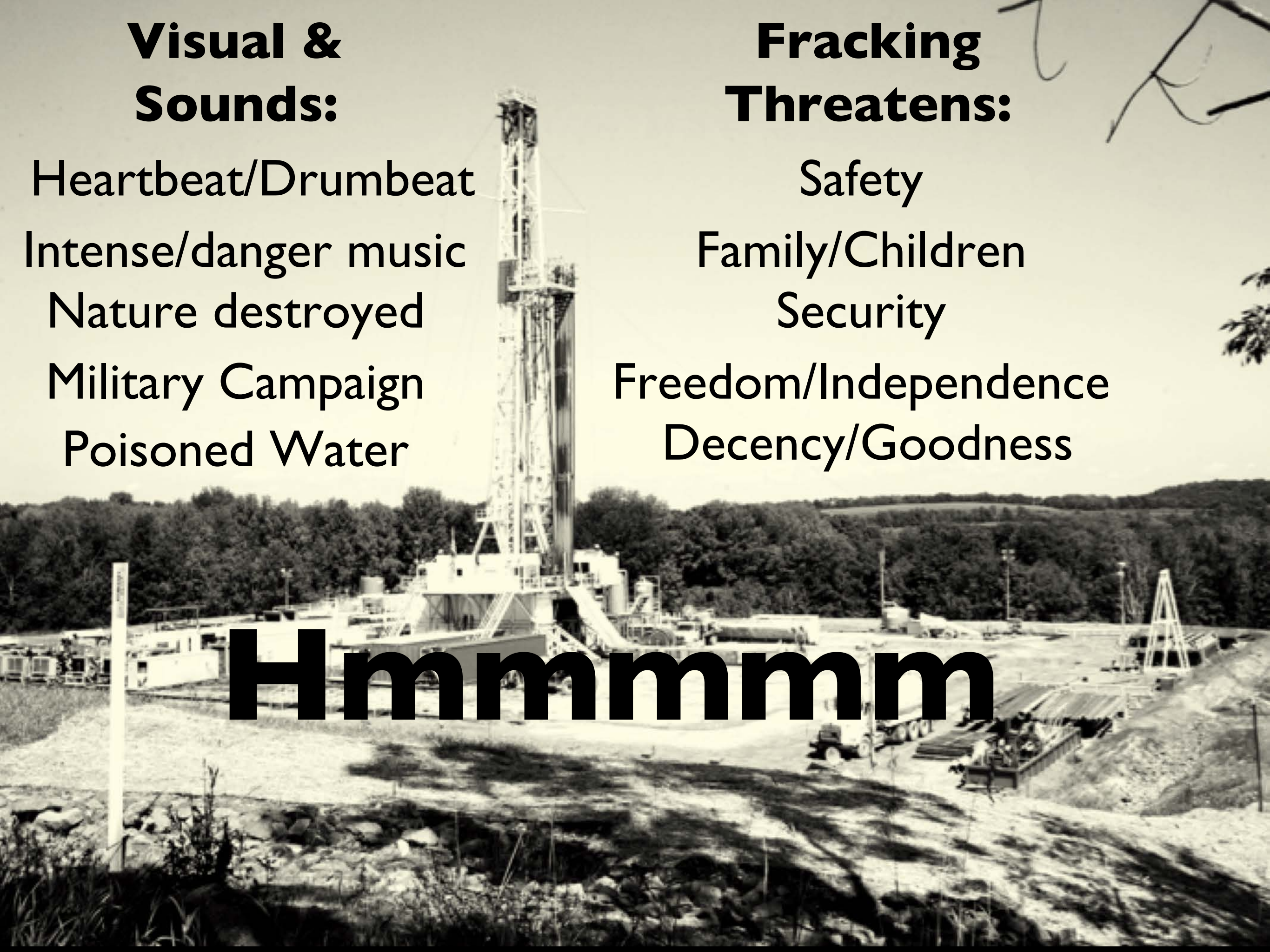
Visual & Sounds:

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

Fracking Threatens:

Safety
Family/Children
Security
Freedom/Independence
Decency/Goodness

Hmmmmmm



Be Brave
Don't forget humor

(And audience relief)



How Do You
Structure Your
Message?

2-3 STEPS

FRAME THE PROBLEM

What's the bigger picture?

FRAME THE SOLUTION

GENERATE ACTION

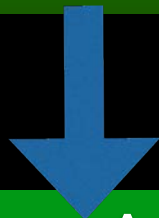
Problem/Solution/Action

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

Control the
Debate:
Define
Your

Problem
Solution

Action



Our **water bills have skyrocketed** since last July! The 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



Andrew Blount for Laguna Hills City Council



www.BlountForLagunaHills.com

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

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

Problem (unstated)



VOTE FOR YOUR FUTURE. VOTE FOR YOUR COMMUNITY.

VOTE FOR YOUR AMERICA

Solution

Action

POWERED BY

JOIN THE MOVEMENT



Problem
Solution
Action

PREPARING TODAY REDUCES THE CONSEQUENCES OF A DISASTER TOMORROW. VISIT READY.GOV



FEMA



PREPARING TODAY REDUCES THE CONSEQUENCES OF A DISASTER TOMORROW. VISIT [READY.GOV](https://ready.gov)



FEMA



ONE CHILD IS HOLDING SOMETHING
THAT'S BEEN BANNED IN AMERICA
TO PROTECT THEM.
GUESS WHICH ONE.



We keep 'Little Red Riding Hood' out of schools because of the bottle of wine in her basket. Why not assault weapons?
MOMSDEMANDACTION.ORG



What about websites?

WE'RE BUILDING A GLOBAL CLIMATE MOVEMENT

Climate-focused campaigns, projects and actions led from the bottom-up by people in 188 countries. Email is how 350 connects — Join in and get started:

JOIN IN



Featured Projects and Campaigns



The Road Through Paris

Fighting for a climate deal that keeps fossil fuels in the ground.



Fossil Free

Divest from fossil fuels.



Stop the Keystone XL Pipeline

Stop the fuse to the largest carbon bomb on the planet.



350 GLOBAL MAP

Check out local groups around the world on the 350 global

Tweets

[Follow](#)

350 dot org @350

23m

The oil price crash is costing tar sands producers billions, and they need more pipelines to fix it: bloom.bg/1OhjNmf

Show Summary



350 dot org @350

56m

No joke: \$10 million a minute. Tell #G20 finance ministers to #StopFundingFossils bit.ly/1NfTJEn pic.twitter.com/e4pFUoGck5

Show Photo

THEY WANT
TO
~~SCARE~~ US
—
WE WILL
BE UNAFRAID

ROCKTHEVOTE.COM



ROCKTHEVOTE

THEY WANT
US TO
MOVE ON
—
WE WILL
STAND OUR
GROUND

ROCKTHEVOTE.COM



ROCKTHEVOTE



ROCKTHEVOTE

THEY WANT
US TO
PANIC
—
WE WILL
ORGANIZE

ROCKTHEVOTE.COM



ROCKTHEVOTE

THEY WANT
TO
SILENCE US
—
WE WILL
BE HEARD

ROCKTHEVOTE.COM

Common Cause

**The Senate must reject
Jeff Sessions**

Take Action



Americans deserve open, honest, accountable government.

Sierra Club

Join the Fight
Protect Our Planet from Trump

Donate Now ➔

[About](#)[Store](#)[Near You](#)[Member Center](#)[En Español](#)[Ways to Give](#)

EXPLORE, ENJOY, AND PROTECT THE PLANET

**FIGHT
BACK:** Trump Advanced
Keystone XL and the
Dakota Access Pipeline

Take Action

[Move Beyond Fossil Fuels](#)

[Preserve Our Wild America](#)

[Enjoy the Outdoors](#)

[See All Programs >](#)



[Our Work](#) [Support](#) [Get Involved](#)

SEARCH

ADVANCED SEARCH

League of Women Voters



Join your **Local League**
to get involved!



RIGHT NOW: Voices of the League

PRESS RELEASE

[League Opposes End to Voting Agency](#)

[League Statement on](#)

Get Involved

Sign up for email news & alerts

FIRST

LAST

EMAIL

[Subscribe](#)

[Find a Local League](#)

[Contact elected officials](#)

[Join The Conversation](#)

Serving the people of Cardiff, Carlsbad, Del Mar, Encinitas, Escondido, Fallbrook, Leucadia, Oceanside, Olivenhain, Rancho Santa Fe, San Marcos, Solana Beach, Valley Center & Vista

HOME

CALENDAR

ILO STUDY COMMITTEE REFERENCE
MATERIAL

AGRICULTURAL STUDY

NEWSLETTER

PRESIDENT'S MESSAGE

CIVIL DISCOURSE

NATURAL RESOURCES

GOVERNMENT ENTITIES AND ELECTED
OFFICIALS

INTEREST GROUPS


VOTER INFORMATION

POSITIONS

Because democracy is not a spectator sport

The League of Women Voters does not support or oppose any political party or candidate. It is a political organization that encourages informed and active participation in government. It influences public policy through education and advocacy.

WATCH YOUR EMAIL FOR CHOICES AND CHOCOLATE



LEAGUE OF WOMEN VOTERS NORTH COUNTY SAN DIEGO

CHOICES AND CHOCOLATE

SATURDAY, FEBRUARY 11 FROM 1:00 PM
TO 4:00 PM

VISTA LIBRARY
700 EUCALYPTUS AVENUE VISTA, CA 92084

People act based on
their values, morals,
and emotions

AND FINALLY

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT



YOU ARE WHAT YOU **EAT.**
YOU ARE **TRASH.**

WHAT GOES IN THE OCEAN GOES IN YOU

Catch of the Day Campaign



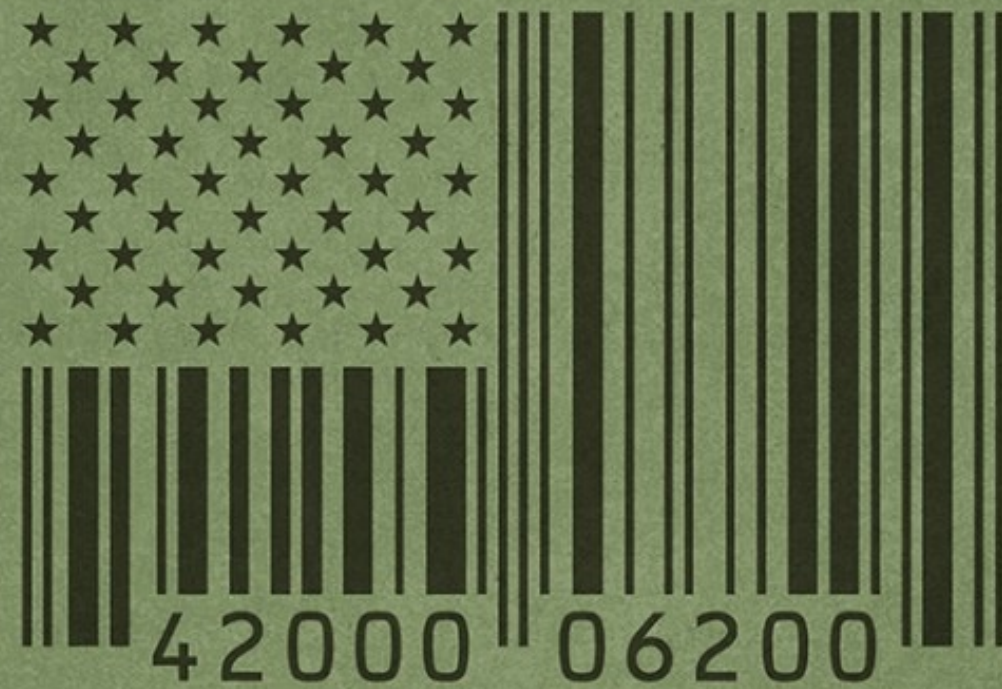
South Padre Island, TX

Galveston Beach, TX



Newport Beach, CA





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

THINGSAREFINE.ORG



MADE IN CHINA

DON'T VOTE

THINGS ARE FINE JUST THE WAY THEY ARE.

THINGSAREFINE.ORG

**CHURCH
SILENCE**

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

THINGSAREFINE.ORG



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

THINGSAREFINE.ORG



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

And leave your audience
in a good space...



Your Task

Develop **2 messages** for a 2 minute presentation using **Problem/Solution/Action** on one of the topics below that will engage 1) baby boomers and 2) millennials

TOPICS

Campaign Finance Reform
Voting Rights
Redistricting
Healthcare
Immigration
Higher Education
Sanctuary City
Sex trafficking
Affordable housing

TOOLS

Are you using:
Story?
Values?
(loyalty, respect, freedom,
community, fairness, family,
independence, opportunity,
etc.)
Visuals?
Videos?
Music?

Our Email:

hhutchison@lwvc.org

cdragonetti@lwvc.org

Great Videos

<http://www.osocio.org/>

Public Domain Photos

<https://www.flickr.com/creativecommons/>

Free Background Sound/Music

www.freesound.org

Downloading YouTube Videos

www.clipconvertor.com