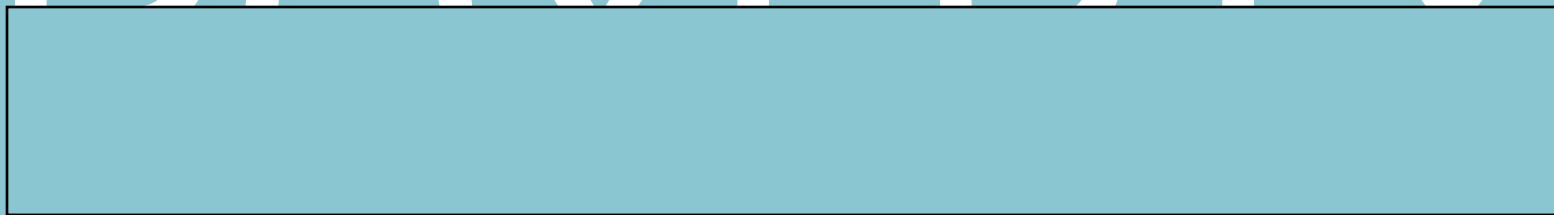


#AdvocatesCollege

SAM IS A SNAKE.

DOVFTV



WHYY The Pulse

2 months

An audio illusion



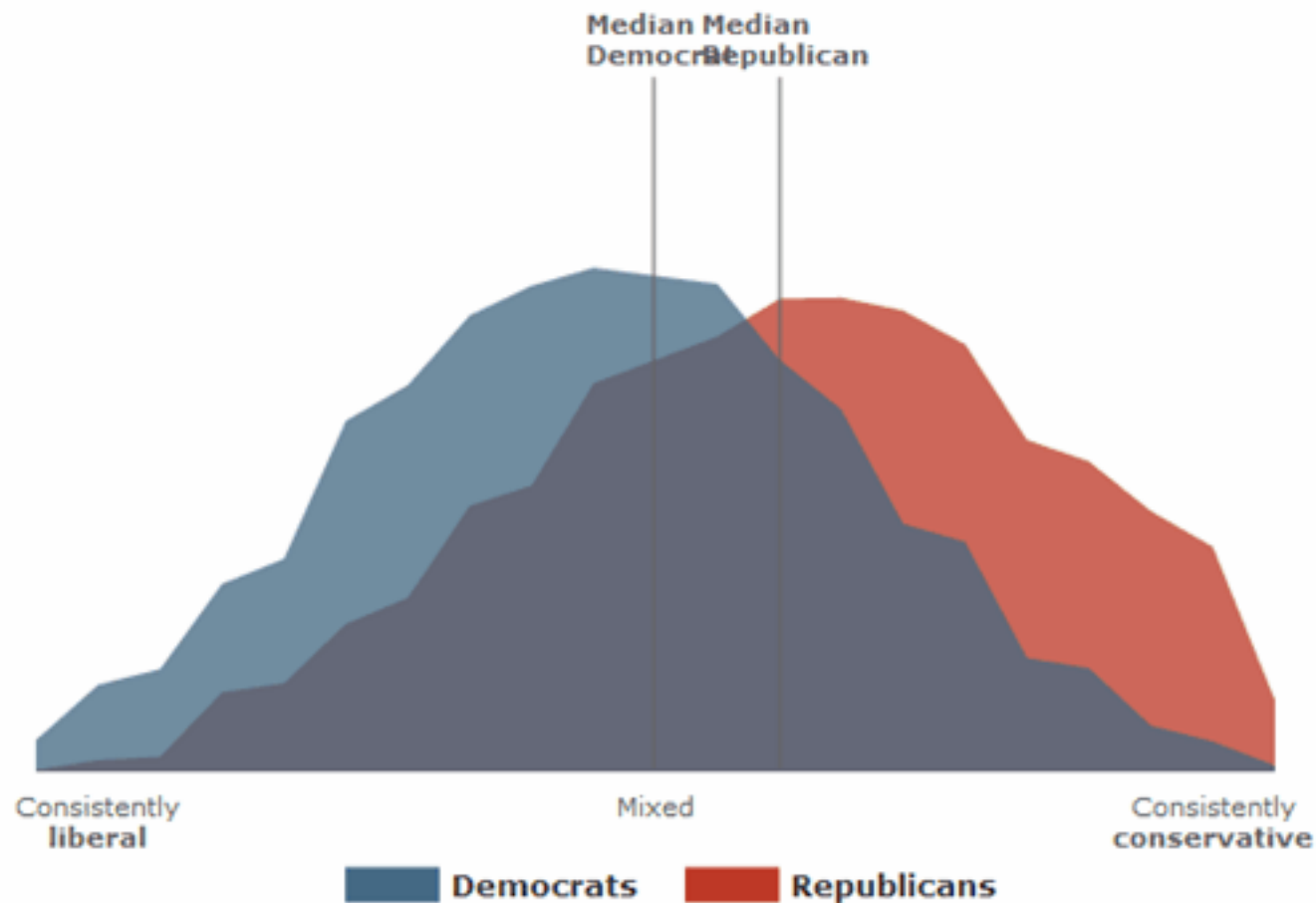
A) Incarceration rates are at an all-time high and disproportionately higher for Latinos and African Americans.

B) It just doesn't make good sense to keep building prisons and incarcerating people for non-violent offenses.

C) Incarceration rates are at an all-time high and disproportionately higher for Latinos and African Americans. Besides, it just doesn't make good sense to keep building prisons and incarcerating people for non-violent offenses.

D) It just doesn't make good sense to keep building prisons and incarcerating people for non-violent offenses. Plus, incarceration rates are at an all-time high and disproportionately higher for Latinos and African Americans.

Political Polarization of the American Public, 1994-2014



Surveys conducted 1994, 1999, 2004, 2011 and 2014.

© Pew Research Center

The Triumphant Individual



“Self-Made Man” – Irene Ritter

Independence

The Benevolent Community



Dave Kolpack / AP

Interdependence

It Depends on How You Ask

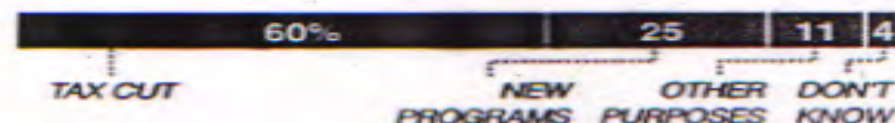
The public's desire for tax cuts can be hard to measure. Pollsters asking what should be done with the nation's budget surplus got different results depending on the specifics of the question.

THE QUESTION

President Clinton has proposed setting aside approximately two-thirds of an expected budget surplus to fix the Social Security system. What do you think the leaders in Washington should do with the remainder of the surplus? ...

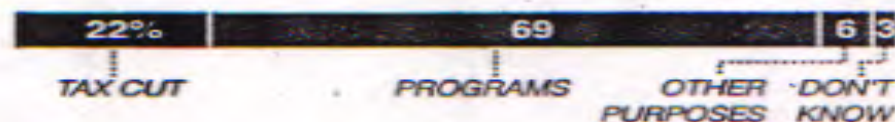
Variation 1

... Should the money be used for a tax cut, or should it be used to fund new government programs?



Variation 2

... Should the money be used for a tax cut, or should it be spent on programs for education, the environment, health care, crime-fighting and military defense?



Source: Pew Research Center



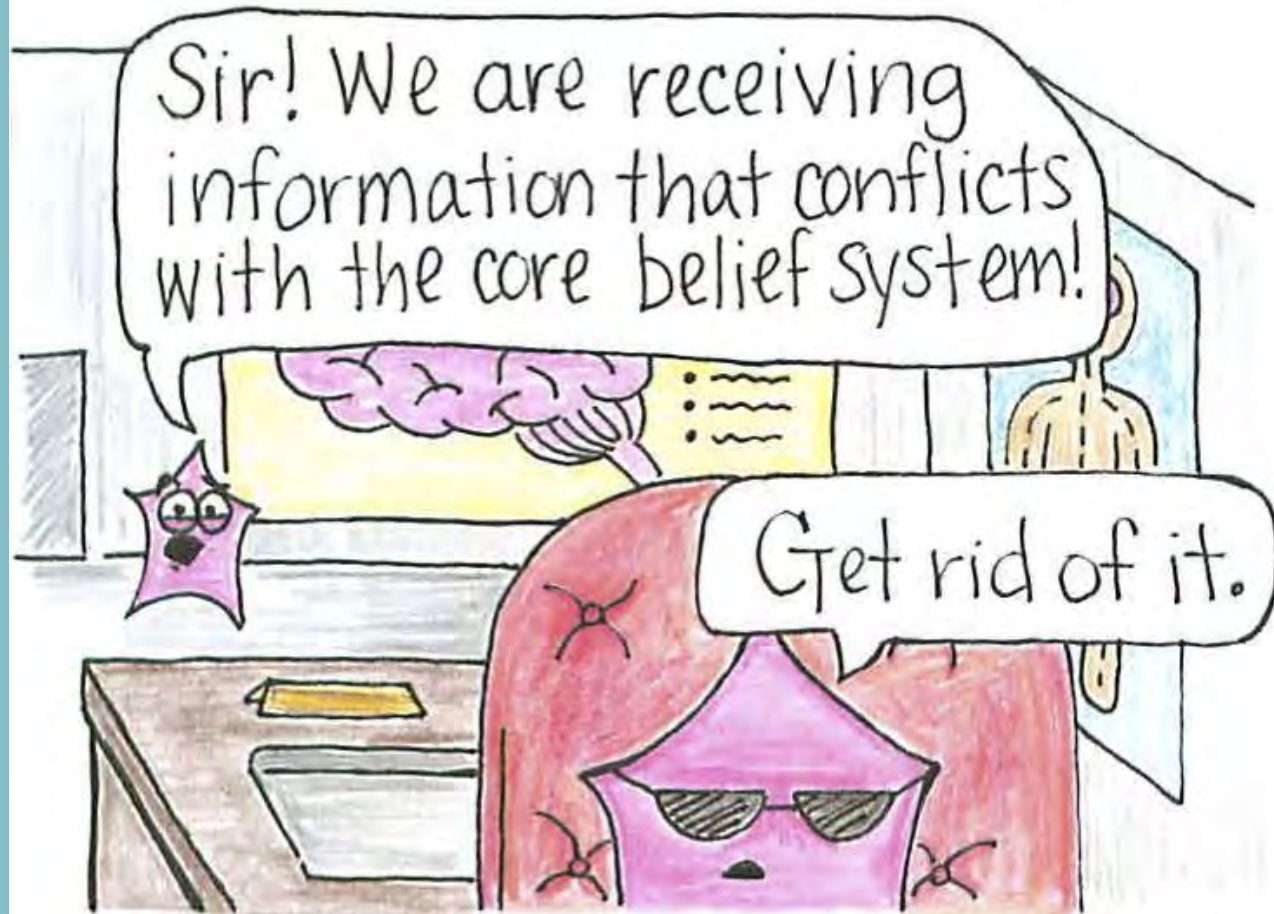
“Every frame defines **the issue**, explains **who is responsible**, and suggests **potential solutions**. All of this is conveyed by images, stereotypes, or anecdotes.”

- Charlotte Ryan, Prime Time Activism,
1991

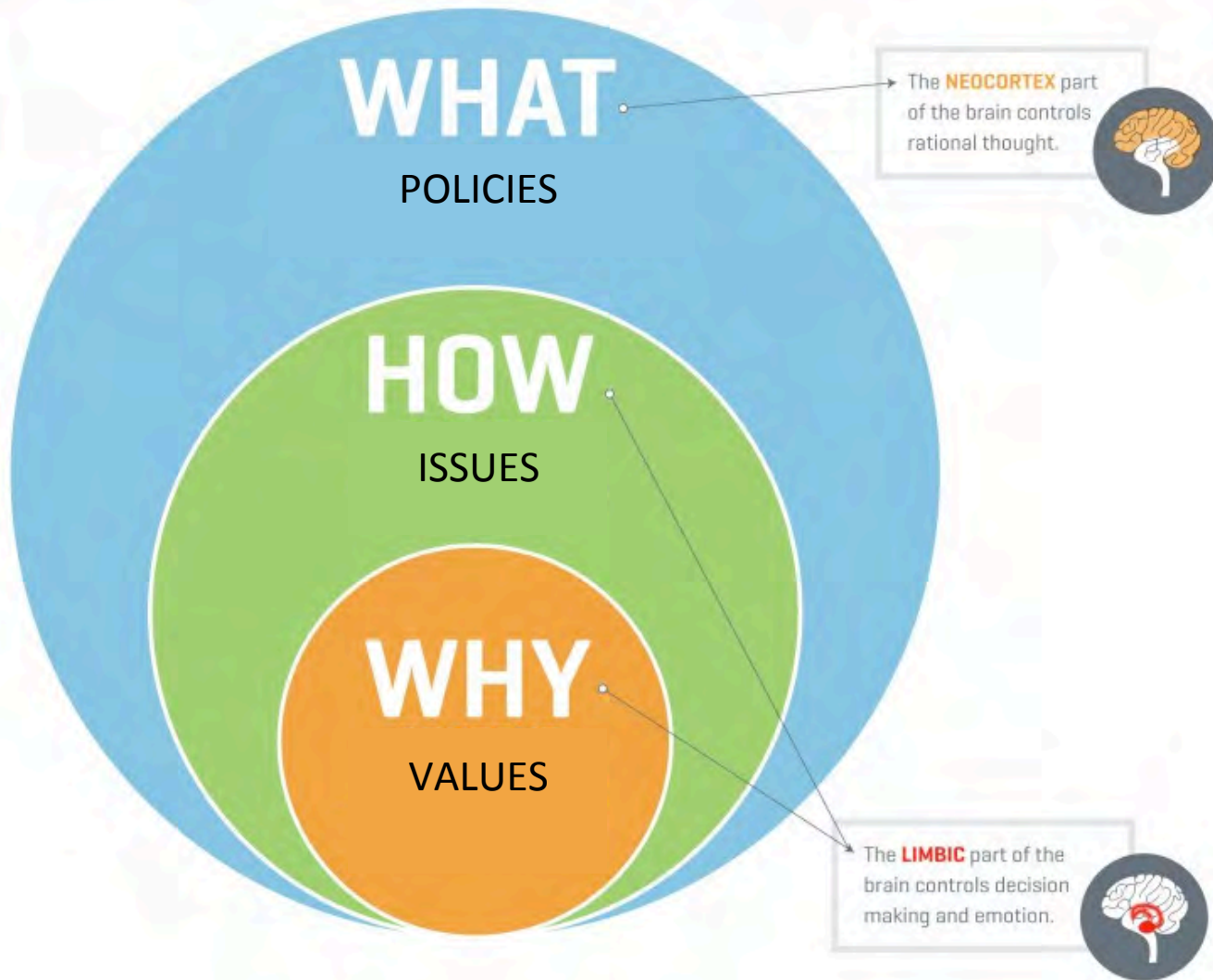
Framing

- Based on the past
- Automatic and default
- Often subconscious
- Defines the issue, solution and actors

Unfortunately, this is
how the Brain works:



What are your values?



Level One – *Big ideas:*

protection, justice, family
well-being, equality,
opportunity, prosperity

Level Two – *Issues:*

housing, the environment,
children's issues, workforce
development

Level Three – *Policies:*

pay equity, SCHIP, EITC

Level One: Values	<i>Fairness, Opportunity</i>
Level Two: Issue Area	Civil Rights
Level Three: Policy	<i>Affirmative Action</i>

Level One: Values	<i>Protection, Responsibility</i>
Level Two: Issue Area	Consumer Safety
Level Three: Policy	<i>Seat belt laws</i>

- What are the overarching **values that underpin** your issue areas?
- Can you trace your policy recommendations back to a level one value?

Values

- We have different moral tastes
- We value from deeply held beliefs first
- Remember to lead with values

ROGUE NATIONS ARE
BUILDING NUCLEAR
WEAPONS. THE POLAR
ICE CAPS ARE MELTING.
UNEMPLOYMENT IS
HIGH.



Dilbert.com DilbertCartoonist@gmail.com

ENTIRE NATIONS ARE
ON THE BRINK OF
DEFAULT. YOU AREN'T
SAVING ENOUGH FOR
RETIREMENT.



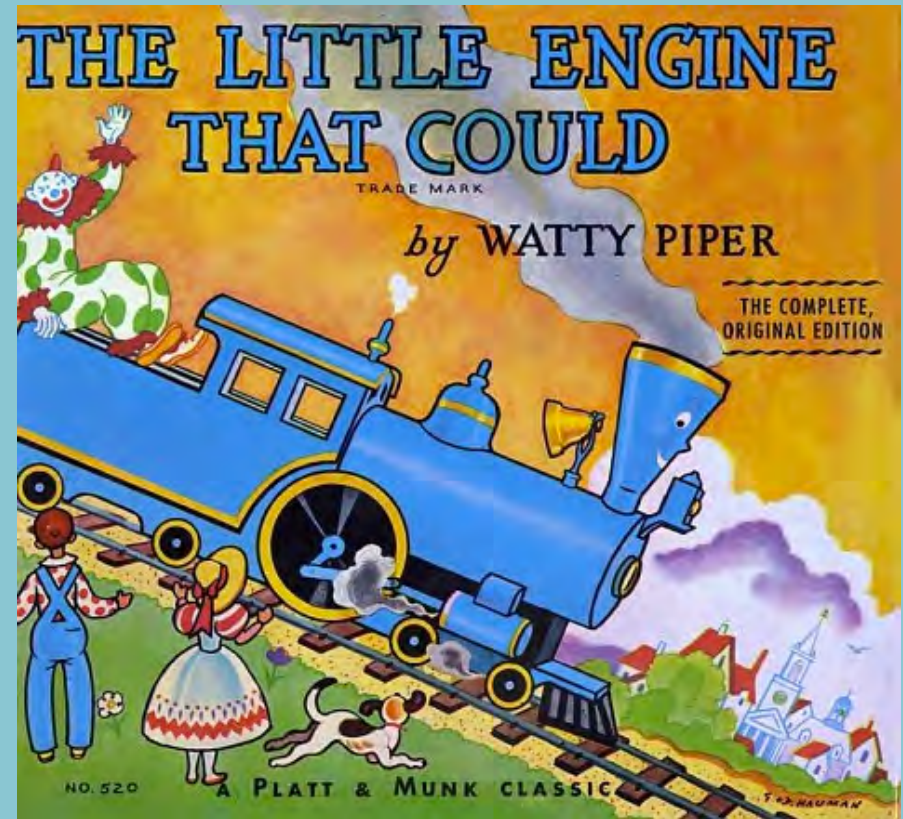
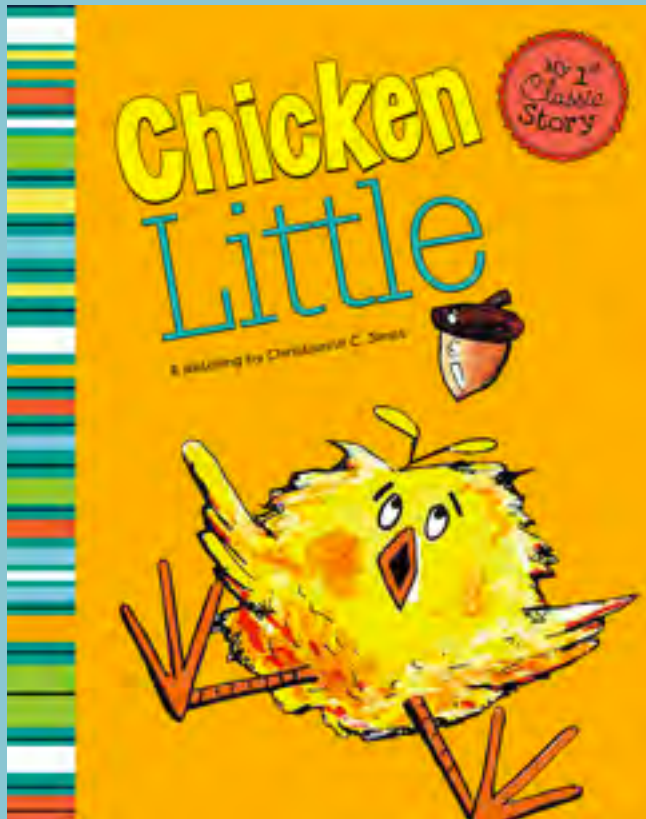
3-1-12 ©2012 Scott Adams, Inc. /Dist. by Universal Uclick

WHAT
DO YOU
HAVE
GOING
HERE?

HE SAID HE
DOESN'T PAY
ATTENTION
TO NEWS. I
WONDERED
WHY.



What's the difference between these two stories?



New Mexico

Land that used to be Enchanting

[Home](#)

Wilderness

[Threats to Wilderness](#)

[Questions About
Wilderness](#)

[Special Places](#)

[Gila Wilderness](#)

[Latir Peak Wilderness](#)

[Pecos Wilderness](#)

[Manzano Mountain
Wilderness](#)

[Campaigns](#)

[Proposed Wilderness](#)

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news

New Mexico Wilderness



A Wilderness Legacy

When Spanish settlers first arrived in New Mexico four hundred years ago, they described rolling hills of auburn grass and cacti that came up to the stirrups of mounted horsemen. Later, Aldo Leopold, "the father of Wilderness", wrote of this land of unparalleled biological diversity that the "...oak-dotted hills, ...pine clad mesas, and lazy trout streams ...come near to being the cream of creation."

Sadly, today most of the rolling grasses are gone, the streams have long dried up, and many of the speckled mesas and hills have been sacrificed to economic development and motorized recreation. These lands, once treasured as some of the wildest in the west, are quickly dwindling.

Wilderness Protection is the Answer

There are well over 4.5 million acres of potential Wilderness in New Mexico; only an aggressive Wilderness advocacy campaign will create the

public demand to permanently protect these areas as Wilderness.



New Mexico – Land of Enchantment

The wild lands of New Mexico have been the source of our spirit and culture for a thousand years. We have a legacy of living with the land, not just on it. A new century poses new challenges – balancing growth and prosperity with the open space that is our heritage. The Wilderness Alliance is working to keep this balance and ensure that New Mexico remains enchanting for future generations . . .



What Can be Done

Why it Matters

Why **What's** **ers**
Wrong

What Can be Done

Example:

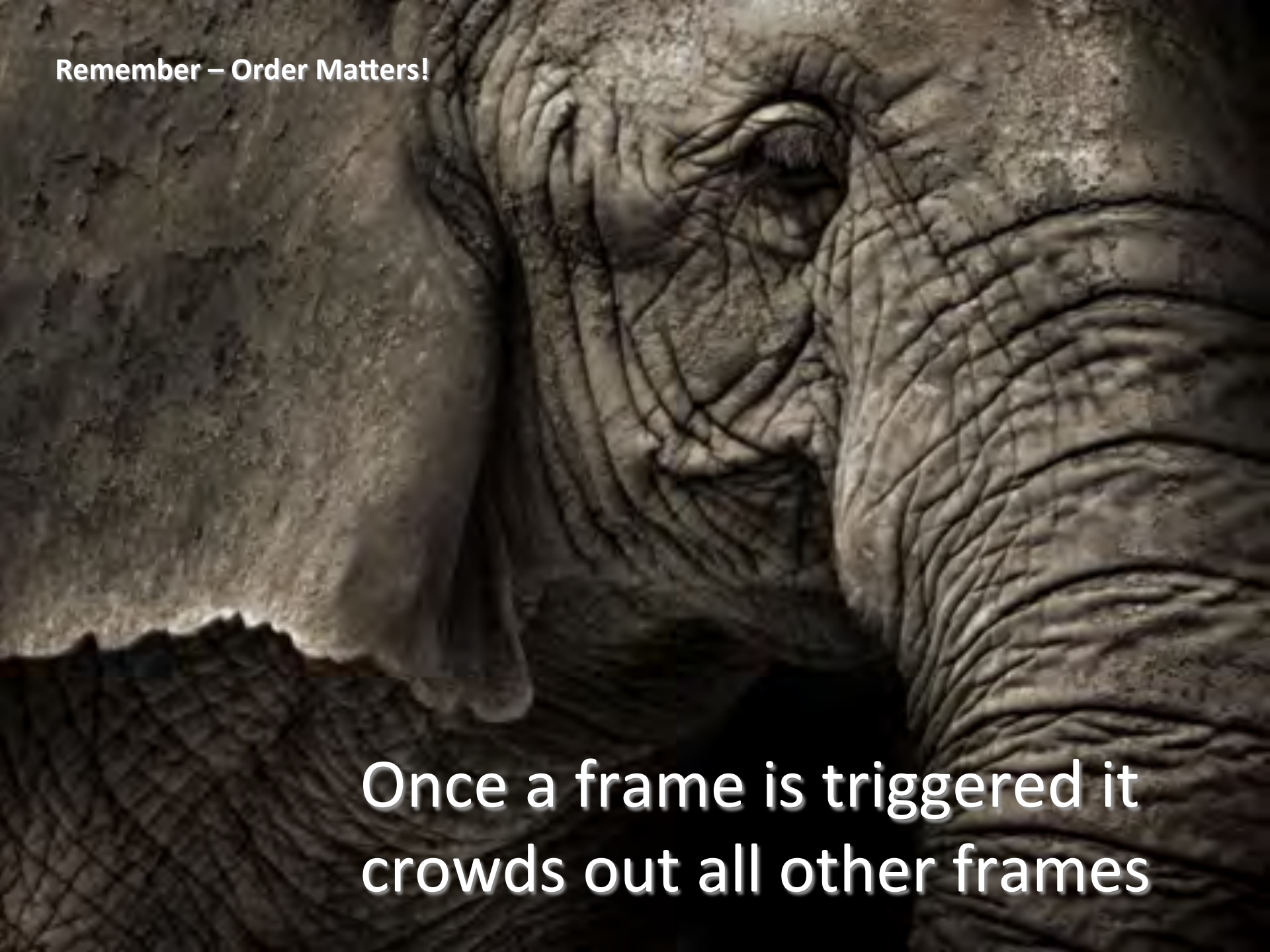
-“We know what works.”

-“We can solve this problem.”

-“There’s a tested solution for this.”

Solutions

- Crisis is demotivating
- Aspiration is motivating
- Spend most of your time on the solution

A close-up, high-contrast photograph of an elephant's head, focusing on the eye and the deeply wrinkled texture of its skin. The lighting is dramatic, with strong highlights and deep shadows. The text "Remember – Order Matters!" is overlaid in the top left corner.

Remember – Order Matters!

Once a frame is triggered it
crowds out all other frames

the
DEBUNKING
handbook



John Cook
Stephan Lewandowsky

Backfiring

- Avoid the elephants
- Complicated is not your friend
- Identity is nearly impossible to overcome

Beliefs to question...

- The facts will set you free.
- The data speak for themselves.
- We need to educate everyone.
- We just need a catchier message/slogan.
- I understand it so everyone else should.
- Those who don't support us don't make sense.

Framing

- Recognize existing frames
- Lead with values
- Focus on solutions
- Beware of elephants



**“ . . . A talent
for speaking
differently,
rather than for
arguing well, is
the chief
instrument of
cultural
change . . . ”**

- Richard Rorty

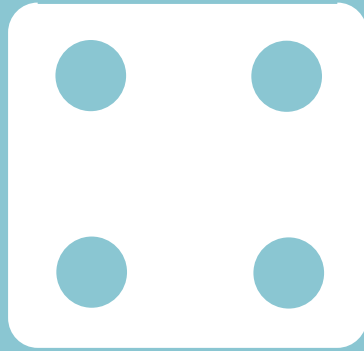


**“ . . . Hard
F&#%!@? WORK
and some talent
for speaking
differently, rather
than for arguing
well, is the chief
instrument of
cultural
change . . . ”**

- Matt Kinshella



Belt tightening lies ahead.



Metaphors trump facts

The Gettysburg Address

Four score and seven years ago our fathers brought forth, on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we can not dedicate—we can not consecrate—we can not hallow—this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they here gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain—that this nation, under God, shall have a new birth of freedom—and that government of the people, by the people, for the people, shall not perish from the earth.

Abraham Lincoln

Birth

Death

Rebirth

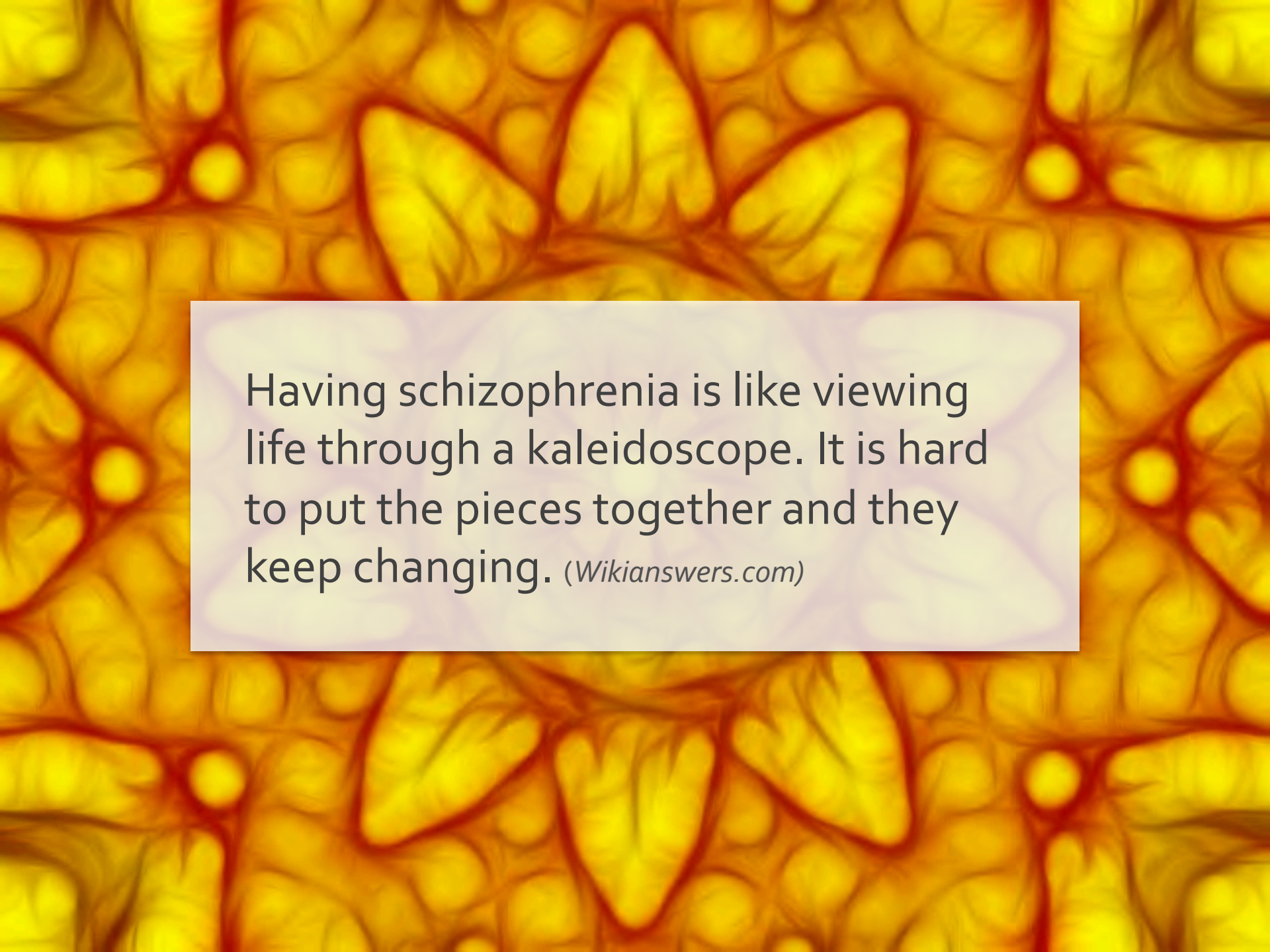
Metaphors trump facts

Which
is
better
?


Alzheimer's disease is a progressive disease that destroys memory and other important mental functions. (*Mayo Clinic*)

OR

Alzheimer's disease is like a cat burglar. It slips into a person's life without making a sound, and soon treasured possessions start disappearing: memory, personality and independence. (*Chris Woolston, CONSUMER HEALTH INTERACTIVE*)



Having schizophrenia is like viewing life through a kaleidoscope. It is hard to put the pieces together and they keep changing. (*Wikianswers.com*)

An abstract graphic on a black background. It features several white concentric arcs of varying radii, some of which are incomplete. There are also several white dots of different sizes scattered across the image. A semi-transparent grey rectangular box is positioned in the center, containing text.

Having ADD is like wearing a hearing aid on all five senses. You hear the people talking, the clinking of the glasses and the plates. *(The Holiday Husband: Helping Your ADD Spouse Concentrate on the Season)*



Wetlands **benefit us all.**

Wetlands **act as a filter** for the waters of our lakes, rivers and streams. Wetlands improve the water we drink, and the air we breathe. **Wetlands act like giant sponges.** They soak up rain and snowmelt as they occur, serving as temporary storage basins, thus reducing erosion, and limiting the destruction caused by severe floods . . .

Scientists' theories describe
“...a strong pressure
difference between the polar
region and the middle
latitudes channels the jet
stream into a tight circle, or
vortex, around the North
Pole, effectively *containing
the frigid air at the top of the
world.*”



“It’s like a fence.”

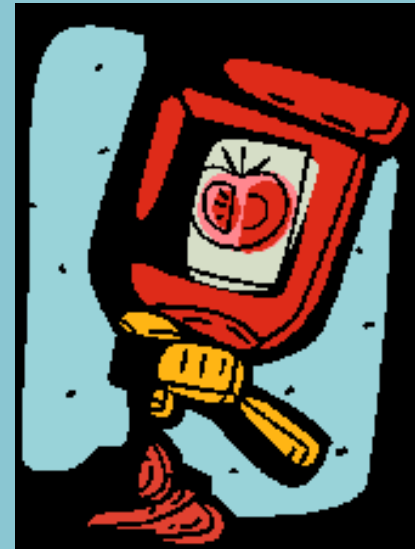
- Michelle L’Heureux



The waste is a non-Newtonian liquid and doesn't follow the laws of gravity and motion. At first you have to pump hard to get the waste moving, then less hard to keep the same speed.



The “radioactive toxic brew acts like ketchup”



Building a Simplifying Model

- What is it **LIKE**?
- What does it **DO**?
- What **PROPERTIES** does it have?
- What **QUALITIES** would you like to emphasize? (i.e., what actions would it have, how would it move, what would it look like, what feeling would it invoke?)