

Framing a Campaign

Figure out the following for your issue: Myth, Secret Reality, and Widely-held Value. The following examples may help. Thanks to strategist Bill Moyer, who wrote "Movement Action Plan."

MYTH	SECRET REALITY	WIDELY-HELD VALUE
"Nuclear energy will produce electricity too cheap to meter."	It's expensive when we remember subsidies and the problems of nuclear waste.	We like energy cheap.
"Nuclear energy is safe."	It's dangerous, short-run (meltdown, mining the materials), and longer-run (radiation poisoning)	Safe is good.
"Black people have a black President – there's no more racism."	Black people continue to have stagnate wages, fewer economic opportunities, and a host of burdens placed on them.	Americans shouldn't be hurt because of who they are.
"Guns don't kill people; people kill people."	More guns around result in more deaths.	Living is better than getting killed.
<i>Think about the myths on your issue. What myths are out there?</i>	<i>What is the secret reality? Don't spend too much time on this – you probably already talk about this a lot.</i>	<i>What are widely-held values that stretch across people who don't agree with you? Search for these and how to connect people to these values.</i>