

DEMOCRATIC LEADER EVOLUTION ON VALUES FRAMING



1) More aware of own values,
+ of GOP's effective use of
cognitive sci, values framing,
branding (Frank Luntz, etc)

2) Start avoiding some toxic
words like "the unborn," "amnesty,"
"big govt," "liberal elites"

3) Use values more consistently
in voter outreach, some framing

4) Deeply understand benefits
of fully embracing cognitive
sci/strat. comm., + how GOP
is effectively "hijacking freedom"

5) Reach broad consensus on
SMGC use in red districts, and w/
greater GOP candidate diversity +
on other framing matters

6) Broad-based adoption
of unifying, overarching
moral worldview (OMW)

7) Help create + use effective
key words // help educate,
encourage peers, enforce broad use

8) Brand key words
(*repetition*)

9) Brand underlying value/
s (*moral branding, CONVEY*
MORAL CLARITY, repetition)

10) Brand our common
broad-based overarching
moral worldview (OMW)
(consistently, methodically, systematically)

11) Preempt the other side
What's next? A strategic comm. smart ph
app for Dem leaders? An affordable virtual
+ augmented reality training tool?