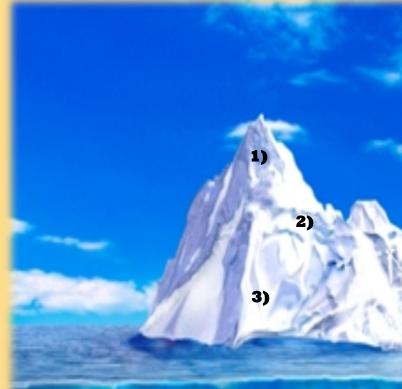
DEMOCRATIC LEADER EVOLUTION ON VALUES FRAMING





 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 <u>fully embracing</u> cognitive
 sci/strat. comm., + how GOP
 ts effectively "hijacking freedom"

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

> 6) <u>Broad-based</u> adoption of unifying, <u>overarching</u> <u>moral worldview</u> (OMW)

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

## 8) Brand <u>key words</u> (repetition)

9) Brand underlying <u>value/</u> <u>S</u> (moral branding, CONVEY MORAL CLARITY, repetition)

10) Brand our common proad-based <u>overarching</u> <u>moral worldview</u> (OMW)

(consistently, methodically, systematically)

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