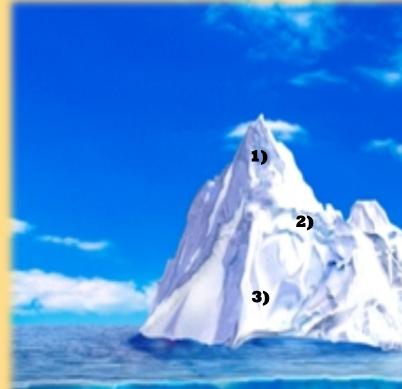
DEMOCRATIC LEADER EVOLUTION ON VALUES FRAMING





 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?