

THE TRUTH MATTERS!

Be truthful, authentic.

VALUES MATTER!

Speak from the heart, with conviction.

The plain facts & unframed truth don't matter.

PERCEPTION is 90 percent of REALITY.

Avg American voter has short attn span, not very good w/civics & gov't, tends to vote more w/the heart than w/the mind.

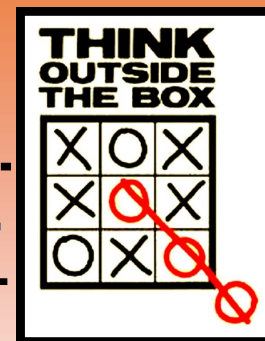
WE NEED TO LEARN STRAT. COMM. FROM THE OTHER SIDE yet we don't need their end-justifies-any-means-deception approach.

It's NOT just WHAT you say. It's HOW you say it. It's HOW your audience understands it. It's WHAT your audience perceives, sees, hears, smells, tastes, touches, connects to, relates to, feels, remembers! It's WHAT morally & emotionally moves your audience. It's NOT about saying the truth by highlighting stats, ideas, accusations, poll#s. It's about values, convictions, metaphors (similies, analogies, etc), storytelling, personalizing, podium backdrops, pictures, smart memes, short videos, engaging social media. (Virtually all of our abstract conceptualization & reasoning is structured by metaphor.)

Language evokes often-morally-grounded frames. Frames trump facts. // Boil things down to life, freedom & the pursuit of inclusive prosperity. // Brand this: Dem & progre values are bedrock, mainstream American values.

Effective strategic communicators know their values well & repeat & avoid special words. They convey moral clarity & avoid creating a perceived moral void. // Effective messages -- that move the needle in the rt direction -- are concise, clear, credible, & trigger a gut reaction.

Effective messages convey values, beliefs, moral convictions & BRAND AN OVERRIDING AUTHENTIC PROGRE/DEM MORAL IDENTITY, WORLDVIEW



BRANDING WORKS! — BRANDING WORKS! — BRANDING WORKS!

Need effective moral framing & branding (verbal, visual, auditory)

TAKING OUR COMMUNICATION STRATEGY UP A NOTCH