



**PRESENTATION TITLE: SPINtervention: Frame Yourself or Get Framed!: 9/25/14**  
**RUNNING TIME: Approx 45 minutes (4898 words)**

**SLIDE 1: “SPINtervention:Frame Yourself or Get Framed!” Title Slide**

Welcome everyone and thank you for the opportunity to speak with you today. I have about a 45 minute presentation for you and then we’ll have time for Q&A afterwards...

**SLIDE 2: When We Negate A Frame, We Evoke The Frame**

When author and cognitive scientist George Lakoff presents the challenge “Don’t think of an elephant,” people immediately think of a large animal with a trunk and floppy ears. Political language works the same way. When a politician insists “I am not a crook; I am not a witch; or I am not a bully,” it paradoxically just makes folks associate that person with a crook, a witch or a bully. Likewise, when Progressives use or negate long-entrenched “Conservative” language like “Tax Relief,” “Entitlements” and “Pro-Life,” we’ve lost the argument before it’s even begun. And we accelerate the Regressive agenda. That’s not only foolish, it’s counterproductive. To fix what’s broken about politics in America, we must first fix what’s broken about our political language.

**SLIDE 3: Frames Are Stronger Than Facts**

Progressives mistakenly believe facts alone will set us free. Frames are stronger than facts: “If the facts do not fit a frame, the frame stays and the facts bounce off.” While many Americans may label themselves “Conservative,” they consistently support Progressive policies like Social Security, Medicare, ending the wars, and increasing taxes on the rich. Because Progressive values like fairness and justice actually align more with the values of most Americans, it’s about time we develop our own language and frames to change the conversation.

**SLIDE 4: Decoding The Right-Wing**

ConnectTheDotsUSA has cracked the code and deciphered the actual strategies behind all those right-wing frames. Get past the spin: Do they match up with America’s real values? Or is the Progressive frame a better fit? Let’s pull back the curtain on the Dirty Dozen BIG CONservative Frames.

**SLIDE 5: BIG CONservative Frame #1: Tax Relief**

Behind the two little words “Tax Relief” is a deep-seated right-wing mythology we can call “The Self-Reliance or Bootstraps Myth.” It goes like this... *“Because wealth is solely the result of individual ability and hard work, we the rich people are **morally** superior. You can easily tell we are the good people because God has rewarded us with a big house and a bigger bank account. Don’t even suggest that factors like good luck, inheritance, public investments, workers and pillaging had anything to do with it. It’s our money and we get to keep all of it. How dare anyone try to redistribute it to those lazy poor people! And we deserve all the power we can buy.”* Basically, yesteryear’s Divine Right of the Aristocracy has morphed into today’s Prosperity Gospels. And note that pairing the word “relief” with “taxes” reinforces that taxes are an affliction, tax-and-spend liberals are villains, and tax-cutting conservatives are heroes.



### **SLIDE 6: Progressive Frame #1: Pay Your Fair Share**

Instead, Progressives need to talk about everyone paying their fair share of the dues for civilized society. We enjoy lots of public investments and public services that make our lives easier and safer, and we must pay the tab. So contrary to the right-wing rhetoric, not *all* the money in our pocket is ours. By living in this country, we all owe for the comforts, conveniences and protections of a developed society.

And that goes for corporations, too. For example, FedEx could not exist without robust public highways and airways. Apple computer and Facebook could not thrive without a powerful patent, trademark and court system, highly educated workforce, and the creation of the Internet by the Dept of Defense's DARPA. Big Pharma's profits depend heavily on federal investments in the National Institutes of Health (NIH) to find promising avenues for drug development. And don't get me started on all the govt largesse going to Big Oil, Big Ag and Walmart. And remember when Mitt Romney "turned around" the 2002 Salt Lake Olympics with \$1.5 Billion of federal taxpayer money? Any corporation or plutocrat that thinks they can be successful without robust public institutions ought to try to make a go of it in Somalia.

### **SLIDE 7: BIG CONservative Frame #2: Small Govt**

Pulling back the curtain on the "Small Govt" frame reveals this: *"We say 'Small Govt' is about cutting waste and programs for lazy people. It's really a stalking horse to eliminate all social programs, including Social Security and Medicare, and get rid of those pesky government regulators that restrict our freedom to pollute, sell dangerous products, exploit our employees and swindle the rubes. We 'empower' lazy, undisciplined Grandma to eat cat food and buy her own health insurance. Aarrgh!"*

### **SLIDE 8: Progressive Frame #2: Effective Govt = Better Future For All Americans**

Progressives should point out that we must do collectively those big things that we cannot do efficiently or effectively as individuals. When government works — airplanes land safely, clean water flows from the tap, your turkey sandwich doesn't poison you, your Social Security check arrives on time, your savings are rescued by the FDIC, or your house or town is rebuilt with FEMA funds, it often goes unnoticed and unappreciated. According to a recent poll, 57% of Americans report never having used a govt social program. The actual number is only 4%. In particular, 25% of food stamp recipients, 43% of unemployment insurance beneficiaries and a whopping 60% of folks claiming the home mortgage interest deduction erroneously believe they've never used a govt social program. The less obvious the program, the more oblivious and ungrateful the recipient. Progressives need to constantly point out that these are all govt programs and successes.

Instead of focusing on the size of govt, always ask yourself "Who is benefitting from govt policies and spending? *Cui bono?* That's the real difference between Regressives and Progressives. As we saw under Reagan and especially Dubya, BIG CONservatives actually balloon the size of govt in all the places they like when they're in charge. They funnel taxpayer money away from kids and seniors and into the military industrial complex; away from Main Street and into Wall Street. "Small govt for thee, but not for me."



### **SLIDE 9: BIG CONservative Frame #3: Free Markets & Free Trade**

The “Free Market” BIG CON decoded sounds like this... *“We say ‘free’ because everyone likes that word. We really mean economic elites should have a **free license** to pollute, steal, gouge, cut corners, endanger others, ship jobs overseas, offshore profits, and of course, pay no taxes for all the public investments and natural resources that enabled our ‘self-made’ success. The market is perfectly efficient so the rich deserve to be rich, and the poor deserve to be poor. ‘Free’ really means rig the rules of the market for the uber-rich and the buyers of labor: Bonuses for the Rich; Bupkis for the Rest.”*

The “Free Market” frame reminds me of a riddle: What’s the difference between Communism and Capitalism? In Communism, man is exploited by man. In Capitalism, it’s quite the reverse.

### **SLIDE 10: Progressive Frame #3: Broad Prosperity & Fair Trade**

In reality, markets are merely a set of rules that regulate the behavior of buyers and sellers, capital and labor. Whether those rules benefit the many or the few is just a function of who writes the rules of the game. It’s just public policy, not some immutable laws handed down from God. As New York Attorney General Eric Schneiderman explains, “There’s no missing page of Genesis that says there are (special) tax breaks for capital gains and carried interest. There is nothing in Leviticus that says you shouldn’t eat shrimp and you may not regulate derivatives.”

### **SLIDE 11: Hanauer Quote (or play video clip)**

Progressive venture capitalist Nick Hanauer in his famous six-minute 2012 TED Talk explains why “Broad Prosperity” should be the goal of the rules: “...(T)here can never be enough super-rich people to power a great economy. Somebody like me makes hundreds or thousands of times as much as the median American, but I don’t buy hundreds or thousands of times as much stuff. My family owns three cars, not three thousand. I buy a few pairs of pants and shirts a year like most American men. Occasionally we go out to eat with friends. I can’t buy enough of anything to make up for the fact that millions of unemployed and underemployed Americans can’t buy any new cars, any clothes, or enjoy any meals out. Nor can I make up for the falling consumption of the vast majority of middle class families that are barely squeaking by buried by spiraling costs and trapped by stagnant or declining wages... (minute 2:46 to 3:35) (T)axing the rich to make investments that make the middle class grow and thrive is the single shrewdest thing we can do for the middle class, for the poor, and for the rich..” (minute 5:27 to 5:49)

### **SLIDE 12: BIG CONservative Frame #4: Tax Cuts Create Jobs**

Unfortunately, the ubiquitous and entrenched “Tax Cuts Create Jobs” BIG CON keeps us from enacting good policies to promote Broad Prosperity. When we pull back the curtain on the “Tax Cuts Create Jobs” frame, it sounds like this: *“If we actually talked about cutting taxes for millionaires, billionaires and mega-corporations, Americans might object. So we cleverly refer to ourselves as ‘job creators’ and ‘small businesses.’ No need to mention we often just pocket the tax cuts, any jobs we create are in China and India, or at best, low-pay, no-benefit ‘jobettes.’ Just tell the rubes the prosperity will trickle-down... eventually. Heh, heh, heh!”*



#### **SLIDE 13: Progressive Frame #4: Customers Create Jobs (Tax Cuts Create Deficits)**

Claiming that businesses create jobs is putting the cart before the horse. Again, venture capitalist Nick Hanauer nails this frame: “Rich people don’t create jobs. Nor do businesses large or small. Jobs are a consequence of a circle of lifelike feedback loop between customers and businesses. And only consumers can set in motion this virtuous cycle of increasing demand and hiring...” (*minute 1:08 to 1:27*)

#### **SLIDE 14: Job Creation Cycle**

Hanauer continues, “...In this sense, an ordinary consumer is more of a job creator than a capitalist like me... Anyone who has ever run a business knows that hiring more people is a course of last resort for capitalists. It’s what we do if and only if rising consumer demand requires it. And in this sense, calling ourselves ‘job creators’ isn’t just inaccurate; it’s disingenuous. That’s why our existing policies are so upside-down. When the biggest tax exemptions and the lowest tax rates benefit the richest, all in the name of job creation, all that happens is that the rich get richer...” (*minute 1:28 to 2:17*)

Indeed, even the Pope recently called out “trickle-down” economics as nothing more than self-serving tax evasion. The glass never overflows; it just magically gets bigger. Yet the BIG CONservatives still cling to “Tax Cuts Create Jobs” as their guiding economic and *moral* doctrine.

Instead, Progressives need to reframe it as “Customers Create Jobs” and then channel FDR when he said “(T)he best customer of American industry is the well-paid worker.”

#### **SLIDE 15: BIG CONservative Frame #5: Job-Killing Regulation**

The real strategy behind the “Job-Killing Regulation” BIG CON is this... *“Regulations interfere with our absolute right to maximize profits and offload the risk, loss and danger to everyone else — our holy mandate to make the most money for the least effort. And when we crash and burn, make the taxpayers bail us out. Privatize the Gain; Socialize the Pain. No Rules for the Rich; No Rights for the Rest.”* (“Privatize the Gain...” frames by Van Jones, “Rebuild The Dream” 6/23/11)

#### **SLIDE 16: Progressive Frame #5: Protection Consumers, Workers & Environment**

Progressives must remind folks about people-killing Deregulation. Protection and security are also important values. And freedom is not absolute but rather relative to others: “Your freedom to swing your arm ends at the tip of my nose.” Like two ends of a seesaw, a law that restricts your freedom to swing your arm simultaneously enhances my freedom to walk about enjoying my nose. Likewise, a regulation that restrains a corporation’s freedom to dump toxic chemicals into the environment simultaneously enhances my freedom to breath clean air and drink clean water. I suspect being “free to decide” whether to drink smelly, questionable water is not the kind of freedom 300,000 West Virginians had in mind. And a law that prevents private health insurance companies from discriminating for pre-existing conditions simultaneously enhances a consumer’s freedom to obtain a policy or a worker’s freedom to finally escape job lock. On the other hand, an anti-competition law that bans online gambling enhances the freedom and profits of brick-and-mortar casino billionaire and GOP kingmaker Sheldon Adelson..



Here's a good rule of thumb: Before you decide whether a regulation is good or bad for freedom, always ask yourself which side of the "swinging arm" you occupy. Once again, **Who benefits? Cui bono?** Maybe the regulation actually enhances *your* freedom and security.

#### **SLIDE 17: MLK Quote (Freedom In Fact)**

The "job-killing regulation" frame appeals to folks like Teapublicans who narrowly define "freedom" as the mere "absence of a legal restriction." Progressive commentator Richard Eskow indicts this as a "selfish and false freedom which the powerful offer to the powerless. Without economic justice it's the kind of freedom a French writer (Anatole France) described over a century ago, in which 'a poor person is as free to starve under a bridge as a rich person is to ride over it in his carriage.'" Instead, we need to enlarge our definition to include "freedom in fact," including FDR's freedom from poverty, ignorance, disease, discrimination, war and fear. Martin Luther King understood this broader definition of freedom when he asked, "What does it profit a man to be able to eat at an integrated lunch counter if he doesn't have enough money to buy a hamburger?"

#### **SLIDE 18: BIG CONservative Frame #6: Debt Crisis**

The "Debt Crisis" frame is a deep well that BIG CONs go to when it suits them: *"We only scream about the debt and deficit when we want to stick it to the 99% by gutting programs like Social Security, Medicare, Medicaid, Pell Grants, public education and unemployment benefits. Remember, a desperate worker is a cheap worker. But when it comes to our wars and tax cuts for the rich, 'Deficits don't matter,' to quote Dick Cheney."*

#### **SLIDE 19: Chris Hayes "Deficit" Quote**

Chris Hayes exposes this BIG CONservative frame brilliantly: "...(W)hen people say they're doing something because of the deficit, they are lying to you. Always. Full stop. Republican, Democrat, Liberal, Conservative and everyone in between. No one cares about the deficit. No one cares about the debt. No one votes on the deficit and no one votes on the debt. What they do is they use those words to stand in for the things they like or don't like. And how do you know this?"

Look at the Senate-passed immigration bill that the Republicans are sitting on in the House, which the CBO estimates would cut the deficit by \$197 Billion over the next ten years and by \$700 Billion over the following decade. If they really care about the deficit and debt, why don't they pass it right away? And look at budget deal struck in the 2010 lame duck session — just after the sweeping wins of the debt-obsessed Tea Party: Congress agreed to continue the Bush-era tax cuts for two years and extend unemployment benefits for 13 months, at a cost of \$858 Billion. (More recently, the House voted to extend corporate tax loopholes at a ten-year cost of over \$300 billion with no pay-fors, but they refuse to extend unemployment benefits at a paid-for cost of \$10 billion.)

"Then everyone went back to talking about the deficit," continues Chris Hayes, "So, longterm unemployed people... ask yourself if (these Republicans) really voted against extending unemployment benefits because they didn't like the pay-fors, because they're concerned about the deficit. Or if they voted against you for some other reason. Maybe they think you're lazy or you shouldn't be helped or some other reason, which we cannot possibly discern. Who knows why, really? But make no mistake: It had nothing to do with the deficit."  
*(All In With Chris Hayes 2/6/14)*





**SLIDE 20: Progressive Frame #6: Greed Crisis That Lead To A Jobs Crisis**

Let's be clear, we do not have a Debt Crisis, we have a Greed Crisis that lead to a Jobs Crisis. To quote Van Jones, America is not broke. We were robbed. The super-rich have the money that used to be in our pockets, in our schools, in our retirement accounts. And the best longterm solution to the debt is to get people back to work so they are paying taxes and depending less on safety net programs — even if that means , paradoxically, the federal govt borrows now to put people back to work rebuilding our infrastructure, retraining our workers, and teaching our kids.

**SLIDE 21: A Country Is Not A Kitchen Table (Krugman Quote)**

To do that, we need to dispense with the stubborn frame invoked by Progressives and BIG CONs alike that an economy is like a household budget. As Paul Krugman explains, “...(A)n economy is a very different thing from an individual family because (in an economy) we are each others customers. *Your* spending is *my* income. And *my* spending is *your* income. And if we both try to get ourselves in better shape by spending less, all that happens is we end up reducing all our incomes.”

**SLIDE 22: BIG CONservative Frame #7: Govt Bureaucrats**

The “Govt Bureaucrats” BIG CON decoded sounds like this: *“Folks tend to like teachers, firefighters, police officers, nurses and mail carriers, so refer to them as ‘govt bureaucrats’ and ‘greedy union thugs’ to insinuate they are lazy and overpaid. Pit people against each other. Once we cripple unions, we can kill the 40-hour work week, health benefits, paid vacations, safe workplaces and child labor laws. Make the ants fight over the crumbs and pay for our tax cuts. Plus we gut campaign funding for the Left.”*

**SLIDE 23: Progressive Frame #7: Heroes — Teachers, Police, Firefighters**

Public school teachers, police officers, firefighters, road workers, defense contractors, community health center nurses, NIH-funded research scientists, food inspectors, air traffic controllers, disaster relief workers, etc. all have government-funded jobs. Public sector jobs are as real, necessary and honorable as private sector jobs. And sometimes it is difficult to know which is which. With an estimated \$500 Billion of federal dollars going to private contractors every year, many jobs that appear to be private sector jobs are actually publicly funded. Your paycheck may say “Raytheon,” but make no mistake your job is taxpayer-funded, unlike a postal worker that receives no taxpayer funding.

**SLIDE 24: BIG CONservative Frame #8: Entitlements**

Decoding the “Entitlements” BIG CON reveals this... *“Entitlements sounds like a four-letter word — something you’re getting that you don’t deserve. Because seniors really like their Social Security and Medicare, we always refer to them as “Entitlements” so they won’t know what we’re trying to gut with ‘Entitlement Reform.’ Plus it generates age warfare between younger and older voters.”*



**SLIDE 25: Progressive Frame #8: Earned Benefits = Social Security & Medicare Part A**

When it comes to Social Security and Medicare Part A, you're darned right we're entitled to the return on our investment: It's not charity, it's an *earned benefit*. However, do not get too carried away with this framing, Progressives. Medicare Part B and Part D, Medicaid, and the new Affordable Care Act tax subsidies are NOT earned benefits because they are primarily or exclusively funded through general tax revenues. Since 1965, the dedicated Medicare payroll tax has funded only Part A (the in-patient, hospitalization portion). Instead of "Entitlements," or "Earned Benefits," just refer to them as "Our Beloved Medicare and Medicaid." And then point out that the real "Entitlements" are all the corporate welfare, special perks and tax loopholes enjoyed by profitable companies and plutocrats. That's like giving food stamps to Powerball jackpot winners.

**SLIDE 26: BIG CONservative Frame #9: Govt Takeover of Healthcare**

Pulling back the curtain on the "Govt Takeover of Healthcare" BIG CON reveals the real strategy... *"Protect the right of Big Pharma and Big Insurance to gouge the American hostages. At least our death panels turn a profit! The more people and claims we deny, the more money we make! Just yell 'government bureaucrat' and 'death panels' to the well-trained masses and, like Pavlov's dogs, they'll defend us to their death. Aarrgh!"*

**SLIDE 27: Progressive Frame #9: Medicare For All**

Of all Americans, Medicare enrollees report the most satisfaction with their healthcare. Healthcare is a basic human right, not a commodity to be distributed based on wealth. How about we pay for healthcare like we pay for roads and military? Let's get young healthy people into the same risk pool as older, sicker people. That's insurance 101! Folks would have more choice of what they truly care about — choice of doctors and hospitals because most providers would be "in-network" in a single-payer system. As a stop gap to Medicare-For-All, how about we give younger people the option to buy-into Medicare? This is how "Public Option" should have been framed — as the "Medicare Early Buy-In Option."

**SLIDE 28: BIG CONservative Frame #10: Tort Reform**

Here's what the "Tort Reform" BIG CON is all about: *"Unpredictable jury awards impinge on our unscrupulous and reckless ways. Settlement caps allow our mega-corporations to pollute and cut corners with the certainty that paying measly injury claims is cheaper than acting responsibly. Savings will go straight to our CEOs and shareholders. Defunding trial lawyers, who support the Left, is an added perk."*

**SLIDE 29: Progressive Frame #10: Public Protection Law**

Jury trials is our last line of defense against bad behavior. Isn't it amazing how everyone hates trial lawyers until they need one? Tort reform for my neighbor's mangled leg, but my leg is an entirely different matter.



**SLIDE 30: BIG CONservative Frame #11: Beware Voter Fraud**

Behind the “Voter Fraud” BIG CON is this diabolical strategy: *“With the masses growing less white and less wealthy, we must ensure the electorate of the future does not look like the electorate of 2008 and 2012. Or we’ll be out of power. Exploiting xenophobia and ginning up fear about mythological voter impersonation is one way to institute a modern day poll tax in the form of voter picture IDs. More hurdles for likely lefty voters.”*

**SLIDE 31: Progressive Frame #11: Beware Voter Suppression**

The BIG CONs know that even with manipulative, Orwellian framing, they cannot win national elections on the power of their ideas so time to suppress voters on the other side. Ohio State Senator Nina Turner indicts this right-wing strategy thusly: *“If you can’t beat ‘em, cheat ‘em.”* The real issue these voter restrictions are designed to address is *not* voter impersonation, but rather changing demographics.

**SLIDE 32: BIG CONservative Frame #10: Pro-Life vs Baby Killers**

And finally, what’s really behind the “Pro-Life” BIG CON juggernaut: *“When it comes to a woman’s lady parts, we love us some Big Gubmint. This stalking horse hoodwinks the religious masses into getting out the vote for us — tirelessly working to cut their own wages and secure tax cuts for Wall Street. Unfortunately, some true-believers — like Todd ‘legitimate rape’ Akin — have actually gotten into power and their lack of framing discipline has caused us to lose critical elections.”*

**SLIDE 33: Progressive Frame #12: Pro-Choice vs Govt-Mandated Pregnancy**

The next time someone tells you he or she is “Pro-Life,” just reply you also support universal healthcare, gun safety laws, and ending the wars. That’ll throw them. The “Pro-Life” frame is so inconsistent with the “Small Govt” frame that even the BIG CONs have trouble staying on message. Take for example when former Republican presidential candidate Herman Cain confused Fox Noise audiences when he said that he’s pro-life, but each family should be allowed to make its own decision. No, no, no! That’s the “*Pro-Choice*” position. This same confusion of the “Pro-Life” with the “Pro-Choice” position has been reiterated by the likes of Republican candidate daughters Meghan McCain and Abby Huntsman.

No wonder the polling on this issue varies widely depending upon the wording of the poll. Let’s be clear, the so-called “Pro-Life” position is not referring to your *personal preference* should you or your partner face an unintended pregnancy, it’s about making laws to *force* your personal preference onto everyone else – that is, the government forcing every pregnancy to end in a birth. Now that’s some Anti-Freedom Big Gubmint for you! They’re not Pro-Life; they’re *Anti-Choice* or *Anti Reproductive Freedom*.





**SLIDE 34: "They're Not Pro-Life... They're Anti-Woman."**

The proliferation of anti-choice laws by BIG CONservatives, compounded with their attack on basic contraception and equal pay for women has enabled Progressives to successfully frame the "War on Women." It's all about controlling women and regressing to the even more patriarchal society of yesteryear. Late comedian George Carlin pointed this out nearly two decades ago: "Boy, these conservatives are really something, aren't they? They're all in favor of the unborn. They will do anything for the unborn. But once you're born, you're on your own. Pro-life conservatives are obsessed with the fetus from conception to nine months. After that, they don't want to know about you. They don't want to hear from you. No nothing. No neonatal care, no day care, no head start, no school lunch, no food stamps, no welfare, no nothing. If you're preborn, you're fine; if you're preschool, you're (screwed)."

**SLIDE 35: But Wait, There's More!**

BIG CONservative framing has been going full tilt for over three decades. The Top Ten are the most important, but there are many more. Also practice working the following "quick" progressive reframes into the public discourse. I'll highlight a few...

**SLIDES 36: Quick Reframes 1**

- When they say "Death Tax," we say "Dynasty Tax" and point out there's a \$5.3 million exemption per person. Stop shilling for the Lucky Sperm Club.
- When they warn "Beware a Govt Tax," we warn "Beware a Corporate Jack." We don't need tax relief, we need insurance premium relief, bankster fee relief, outsourcing relief, tuition relief and pollution relief.
- When they say "Raise the Retirement Age," on Social Security we say "Scrap the Cap" and point out that Social Security taxes are not taken out after \$117,000 per person so millionaires pay a much lower rate than most workers.

**SLIDES 37: Quick Reframes 2**

- When they say "Worship Wealth," we say "Respect Sweat" and then channel our inner Abraham Lincoln: "Labor is superior to capital, and deserves much the higher consideration."
- When they say "Right-To-Work," we say "Right-To-Shirk" because making union dues voluntary means free-riders get all the benefits of collective bargaining without paying their fair share. As an analogy, imagine if a state law made HOA dues voluntary.
- When they say "Illegal Aliens" we say "Economic Refugees" or "Unauthorized Residents."
- When they say "Strong Defense," we say "Strong America," which also requires strong infrastructure, strong middle class, strong schools, strong people and strong environment.



### **SLIDES 38: Quick Reframes 3**

- When they use “Conservative vs Liberal,” we use “Regressive vs Progressive.”
- When they say “Global Warming Is a Hoax,” we remind them “There’s No Planet B” and that sowing doubt about overwhelming scientific consensus is an old tactic ripped straight from the tobacco industry’s playbook (re: smoking and lung cancer).
- When they say “Freedom,” we say “Fairness.” It’s Liberty AND Justice For All. Without Justice, Liberty is a hollow shell.
- When they stress “Personal Responsibility,” we stress “Shared Responsibility.”
- When they praise “Investors & Job Creators” we caution about “Vulture Capitalists.”
- When they criticize “Liberal Media,” we criticize “Corporate Media.”

### **SLIDES 39-45: Quick Reframes With Short Explanations**

(Just scroll through the slides)

#### **SLIDE 46: Reframing Is Social Change**

To conclude, the BIG CONservatives would have us believe that morality is limited to private matters, especially in the bedroom. What about public morality? What about the moral obligation to treat workers with respect and dignity? What about paying your fair share for the public investments that enable your success? And how about a “thank you” once in awhile instead of the endless stories about your bootstraps? What about treating investors and homeowners honestly instead of ripping people off and looting companies to line your pockets? And while you’re so concerned about the “debt we’re leaving your grandchildren,” what about the moral obligation to preserve this planet for future generations, not destroy it in your relentless pursuit of profits?

These are the values that need to get into the public discourse. So the next time you feel the words “Tax Relief,” “Entitlements,” or “Pro-Life” start to leave your lips, Stop, Think, and Reframe it. Because “thinking differently requires speaking differently.” Thank you everyone.

#### **SLIDE 47: ConnectTheDotsUSA Logo**

I put together a few handy flyers of reframes to help you get started developing your new Progressive lexicon. If you think of a better reframe, I welcome other ideas or suggestions.

Also, many of these reframes make for powerful bumper-stickers during election season. You can find free printable PDFs and JPGs at my [www.Spintervention.com](http://www.Spintervention.com) site. They are also available for purchase as magnets and bumper stickers at my online store. We’ll scroll through some samples during Q&A.