

**Messaging  
for Democrats**

**ValuesMessage.org**  
(DPG Blue School links)

1

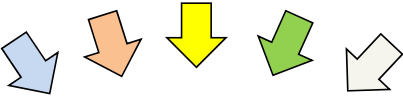
**Messaging**

1. What to say
2. How to say it

<ul style="list-style-type: none"> <li>• letters to the editor</li> <li>• guest op-eds</li> <li>• press releases</li> <li>• flyers and brochures</li> <li>• newspaper/radio ads</li> </ul>	<ul style="list-style-type: none"> <li>• talks to local groups</li> <li>• speeches</li> <li>• conversations</li> <li>• social media (email, Facebook, Twitter, blogs, websites...)</li> </ul>
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2

**Why?**



[ValuesMessage.org](http://ValuesMessage.org)

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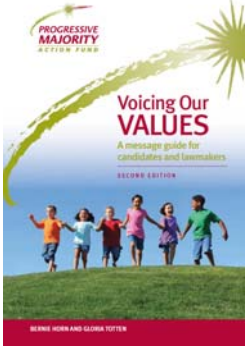
*What to say...*

4

**Progressive Values**  
??

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**Progressive Values:**

- **Freedom**  
Gov't: no role
- **Opportunity**  
Gov't: referee
- **Security**  
Gov't: protector

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From "Voicing Our Values":

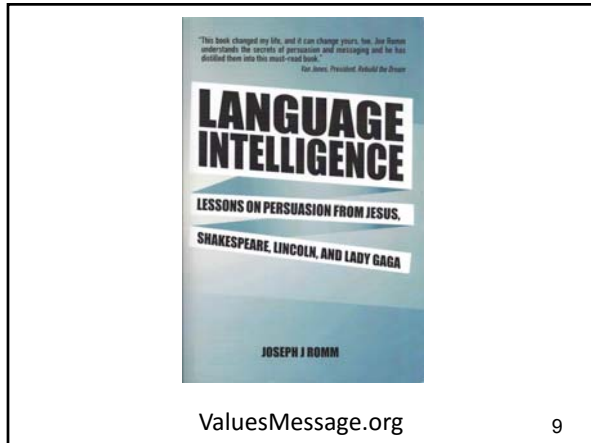
<b>Freedom or similar values:</b>	<b>Liberty, Privacy, Basic rights, Fundamental rights, Religious freedom</b>
<b>Opportunity or similar values:</b>	<b>Equal opportunity; Justice, equal justice; Fairness, fair share; Level playing field; Every American</b>
<b>Security or similar values:</b>	<b>Safety, protection; Quality of life; Employment security; Retirement security; Health security</b>

*What to say...*  
 Freedom, Opportunity, Security

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*How to say it...*

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Writing or speaking, use --

- Short words

Examples of too-long, "insider" words:

- environment
- regulations
- inequality

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Writing or speaking, use --

- Short words
- Repetition....."TRUE"

11

Writing or speaking, use --

- Short words
- Repetition....."TRUE"

12

Writing or speaking, use --

- Short words
- Repetition
- Metaphors

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**Republicans:**  
“...those tax-and-spend Democrats!”

**Democrats:**  
“We do NOT tax-and-spend!”

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**Republicans:**  
“...those tax-and-spend Democrats!”

**Democrats:**  
“We do NOT tax-and-spend!”

**AVOID “not”!**

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**Framing:**  
CoMMeNT-V

- Context
- Metaphor
- Messenger
- Numbers
- Tone
- Visuals

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**Messaging:**

1. What to say

Freedom, Opportunity, Security

2. How to say it

[ValuesMessage.org](http://ValuesMessage.org)

Link on the home page....

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