

BUILDING THE

National Will

TO EXPAND

Opportunity

ty

The Opportunity Agenda

A Social Justice Communication Lab



Communications and Culture for Lasting Change

The Opportunity Agenda

Resources for Communication and Culture Change



www.opportunityagenda.org

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Communications for the Long Haul

➤ Campaign Communications (50% + 1)

- Specific campaign goals
- Strategic messages

➤ Moving Hearts & Minds

- Lead with vision and values
- Mobilize the base, grow a constituency
- Create a shared narrative

The Anti-Immigrant Narrative

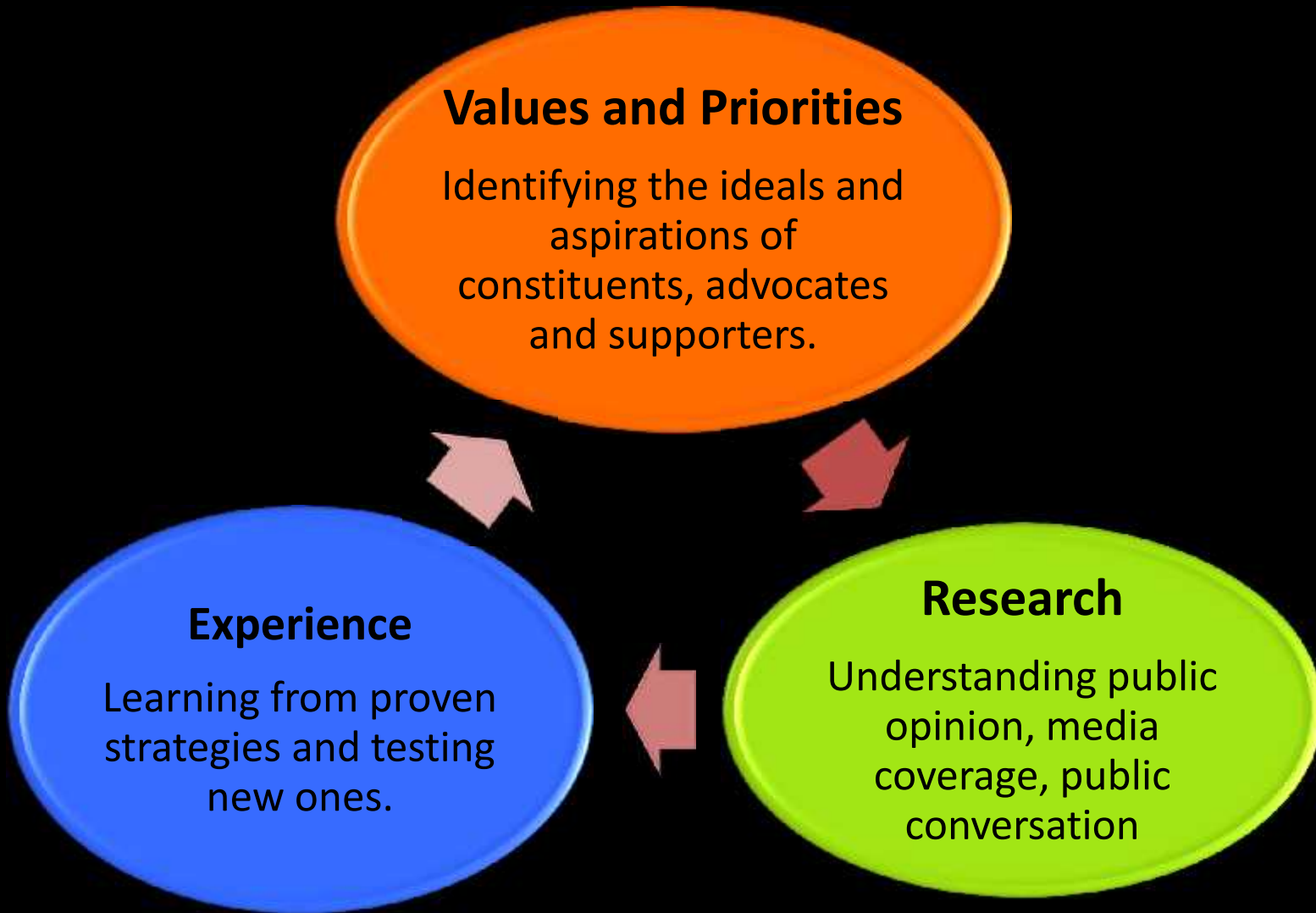
Law and Order



Overwhelming of Scarce Resources



Building an Effective Narrative



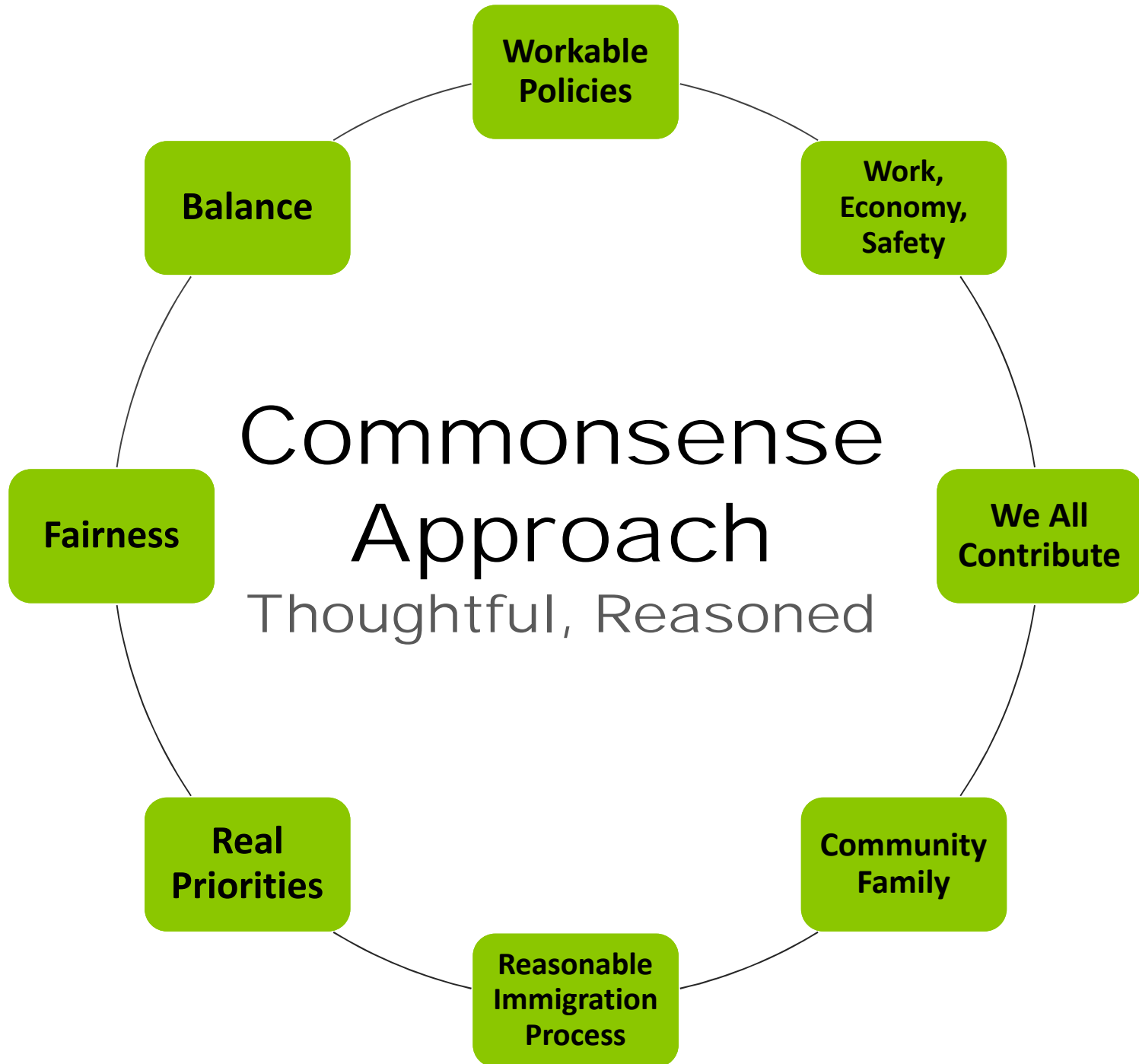
An American Immigration Narrative

Common-
sense
Approach

Uphold
Our
Values

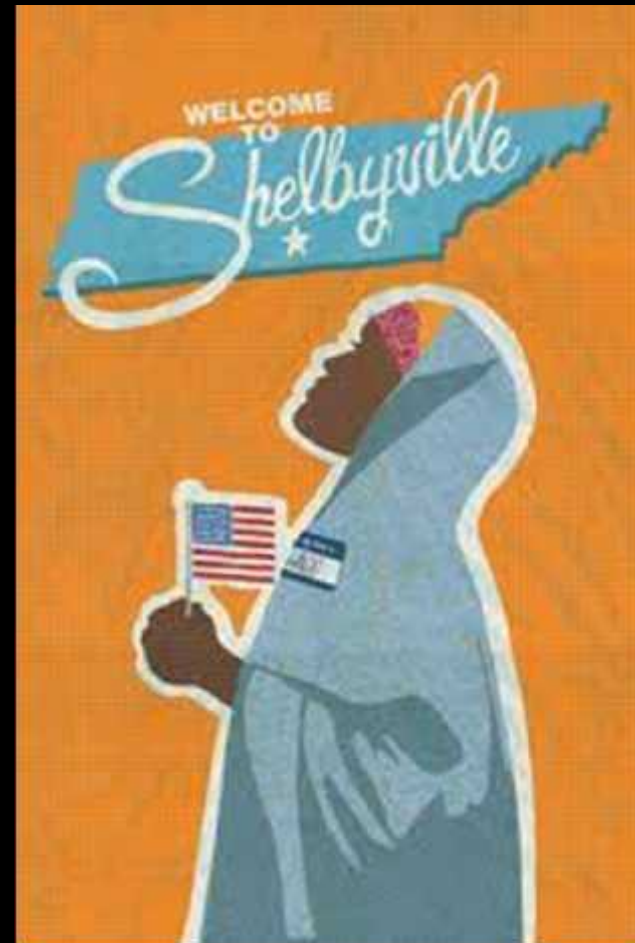
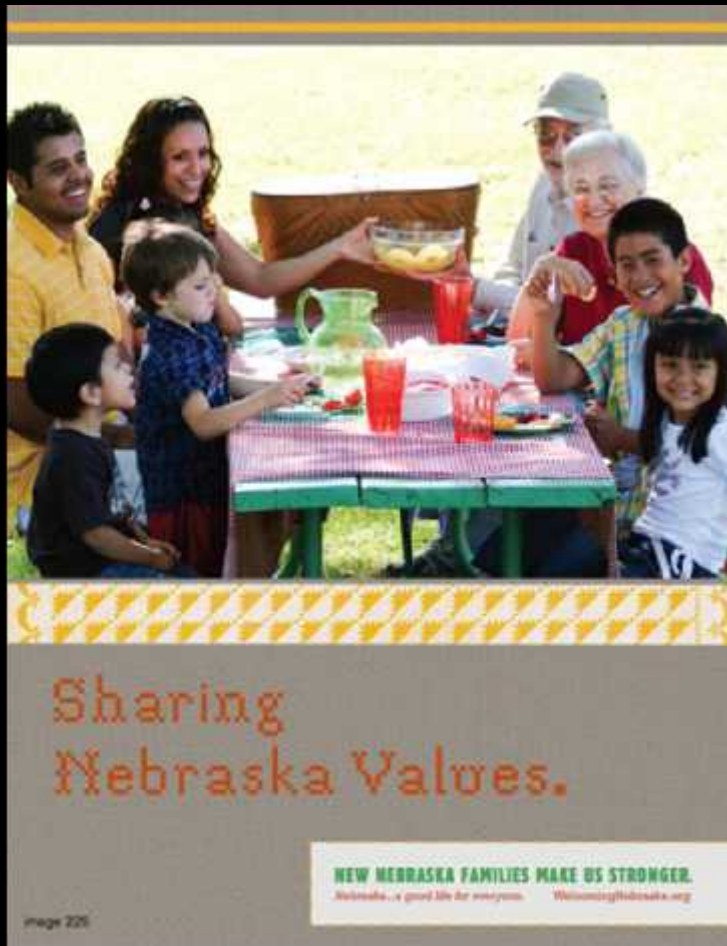
Move
Forward
Together







What can this look like?



Thinking About Audience

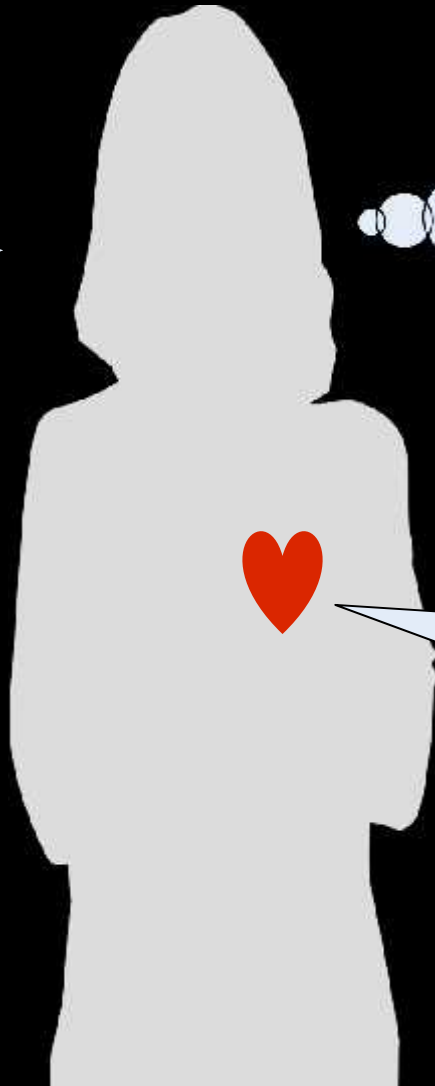
Where do they rank 1-5?

What are they hearing?

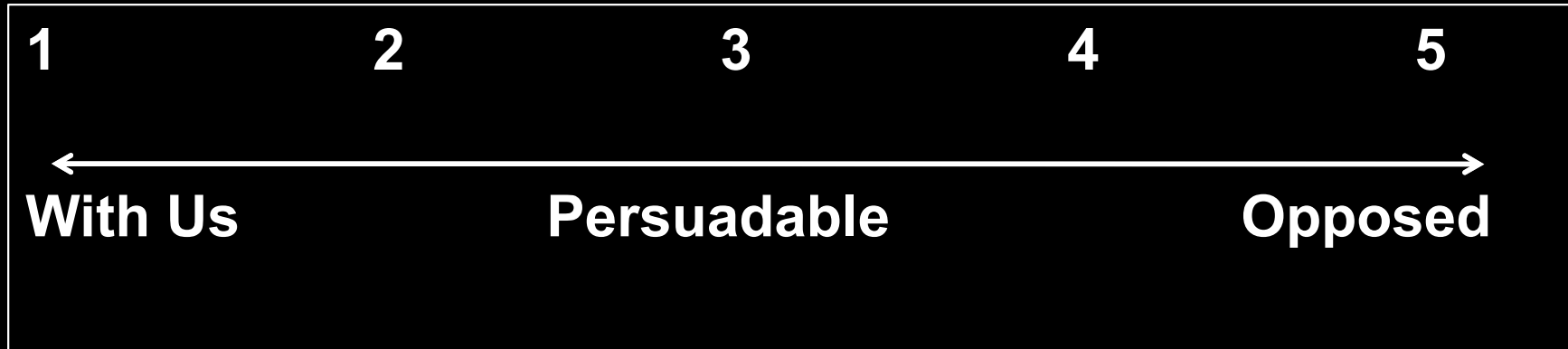
What are they thinking?

What do you need them to do?

What are their values?



Building a Message: Identifying Audiences




Strategy:

- Mobilize/Energize 1-2' s
- ID Themes, messages and spokespeople to move 3' s and 4' s.
- Neutralize the opposition's affect on the rest.

Message



Another 1 Million Immigrant Workers?

 NumbersUSA.org

Uphold Our Values

Promising Messages for African American audiences:

We need to protect everyone's human rights in this country.

We need to consistently strive to live up to the yet unfilled promise of American equality and mobility, and can best do this together.

Real Solutions

Promising Messages for African American audiences:

We need to focus on real solutions that address our communities issues, not on divisive politics.

African Americans and immigrants can work together to push for the real solutions we need.

We have to make sure that no workers can be exploited or underpaid. Real immigration reform will help us work together to do this.

Move Forward Together

Promising Messages for African American audiences:

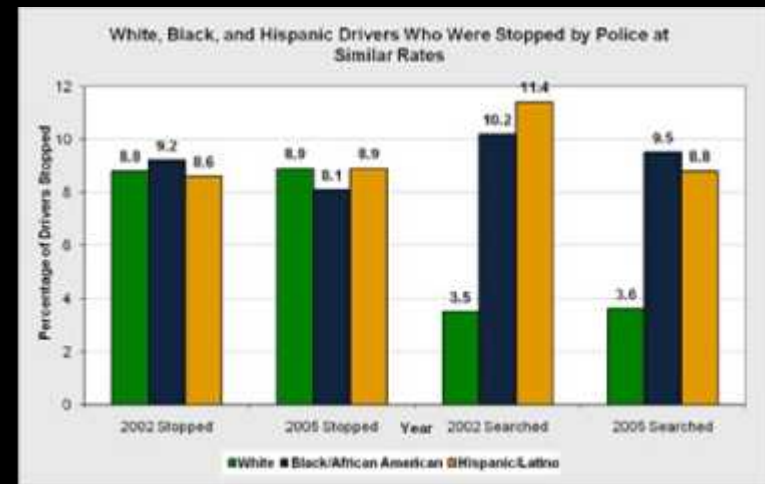
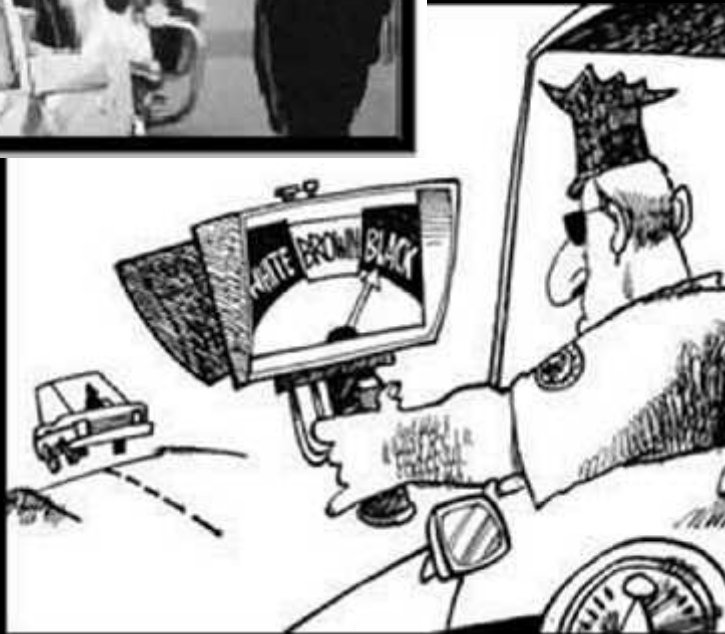
We can work together to combat discrimination, address employer exploitation and unfairness, and build education and health care systems that serve all.

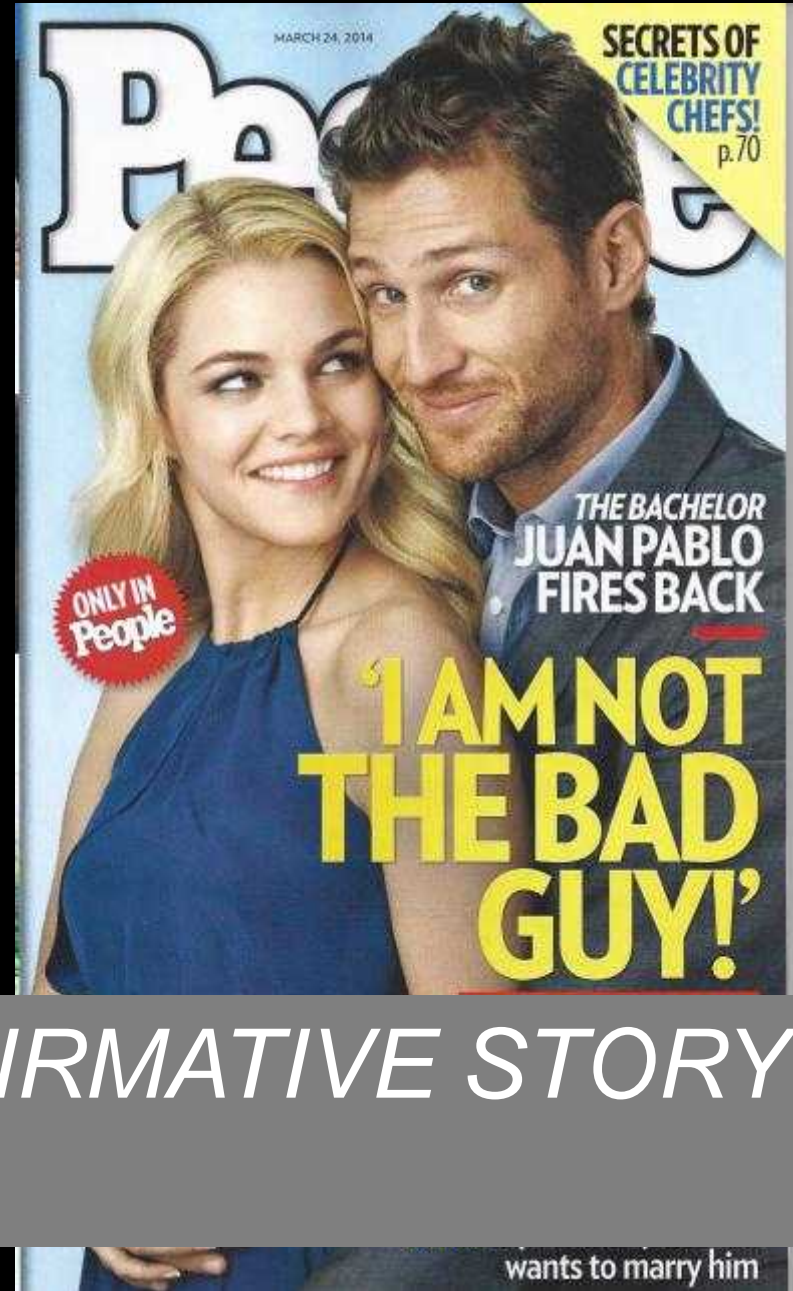
Show stories of common interests and common solutions.

Immigrants are a part of us.

Choose the Right Problem: About All of Us

Individual vs. Systemic Framing





TELL AN AFFIRMATIVE STORY

Metaphors and Stories



- ▶ People think in shortcuts



- ▶ Make complex problems and solutions manageable

What is a VPSA?

A way to organize your messaging thoughts...

The basis for a soundbite...

(Crib notes for an interview)

A Social Media Update

A Letter to the editor

An Op-Ed

A Speech



Questions?

Thanks!

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