BUILDING THE NATIONAL WILL TO EXPAND OPPORTUNITY
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  @Oppagenda
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

3 million illegal aliens per year

Give me your tired, your poor. Your huddled masses yearning to breathe free.
Building an Effective Narrative

Values and Priorities
Identifying the ideals and aspirations of constituents, advocates and supporters.

Experience
Learning from proven strategies and testing new ones.

Research
Understanding public opinion, media coverage, public conversation.
An American Immigration Narrative

Common-sense Approach

Uphold Our Values

Move Forward Together
Our American Values

Our Shared Personal Values

Community, Diversity

Opportunity Equality

Work, Family

Fairness, Due Process

Community, Prosperity

What kind of country do we want to be?

Uphold Our Values
Commonsense Approach
Thoughtful, Reasoned

- Workable Policies
- Work, Economy, Safety
- We All Contribute
- Fairness
- Community Family
- Real Priorities
- Reasonable Immigration Process
- Balance
We All Contribute
Workers, Families, Immigrants, U.S.-Born
All of Us
We Are Connected
21st Century
Future Success
Stronger Together
Strength in Diversity
Move Forward Together
It’s about all of us.
What can this look like?
What are they thinking?

What are they hearing?

Where do they rank 1-5?

What do you need them to do?

What are they thinking?

What are their values?
## Building a Message: Identifying Audiences

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<tr>
<td>With Us</td>
<td>Persuadable</td>
<td>Opposed</td>
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### 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.
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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