

Indivisible Meeting April 24th 2023

Rachel introduces a new member, Barbara Schroeder. Barbara introduced herself: Hi everybody: You know, been on your mailing list and known about your group for a while and just really impressed with this. You are a powerful season group of activists. So I'm very happy to be joining you. Rachel and I worked on immigration issues mostly with the legislation for shutting down the detention centers. And you know, that's probably the issue that's closest to my heart, but many others are as well. So anyway, I'm happy to be here.

Film Let me just start by saying it's an excellent film. It's not, it's not an exaggerated complaint. If it's really based in reality and it really does focus on solutions.

And there are. And global budgeting solution is the one that is showcased in the film. And 15 years ago, when I was still working, the Maryland Global Budget Experiment was considered the most forward equitable program in the United States.

There are many reasons that has never been adopted. Part of it has to do with insurers and particularly hospitals.

Because it requires not just posting of your prices, but uniform pricing. So that everybody pays the same price for the same procedures.

One of the major things that health security is going into this global budget. Right. But we may have to do something separate from health security because health security has never grappled.

Girls Inc. tribute book. I feel like we've talked about this a lot in leadership, but I don't think we've shared it with the whole group. But we've decided to honor two women, Miranda Viscoli, who is of New Mexicans to prevent gun violence. She's been to speak to us several times. She does fantastic work in the state of New Mexico. And she's one of our nominees. The second one is Marcella Diaz, who runs Somos. She also does fabulous work around the state. And Barbara Bloomberg is working on a write-up for Miranda, and Rachel's working on a write-up for the book itself for Marcella. Marcella doesn't seem right. Marcella. Marcella is right. So it is right. Okay, good. So thank you to everybody who's made a donation. Most recent ones are from Cynthia, Stephanie Monica, and me. And so, okay, so we just got three more contributions. We're somewhere in the neighborhood of \$350 short prior to those, but whatever we're short for the \$1,000 total to sponsor, both of these women at SOS is going to pick up the balance. And then they, so that would be from everyone. Two, Chris. Make your check out two, Chris. And then we go to our first term.

CCA: CCA is coming around. I appreciate all the contributions. People have made and all the connections and their spheres. As it looks today, we're going to make 300,000 and CCA will go on to a new life and be revitalized through some partnerships that we're looking at. But thank you for your contributions. Keep making them. We have a few more days till April 30th to meet this \$50,000 grant and it looks like we will. Cinema will definitely survive. We're looking for a performing arts partner and we're looking for a visual arts partner. We're also looking at that. Those partners bring in other arts organizations that are on the ad, so to speak. And each year have a hard time sustaining, you know, and being fiscally, being able to grow fiscally. So, partnership helps everybody. And, you know, it's all just being determined right now. And there's a lot of opinions, so there's no determination

Sally Davis

- Director of Common Cause New Mexico and that followed basically being a single mom of three and not working, but taking care of my kids. So I
- Jumped into it without even basically knowing how to operate a computer. It was like 2000, 1999, that kind of thing where nobody knew much.
- The board and national comic cause were my teachers.
- Went back into education where I was a elementary school teacher and a middle school teacher. And finally worked for robotics company, which is the last thing I did becoming before becoming a grandmother where she is a full participant in their lives, six grandkids lives.
- Blue CD too where she was asked to do a presentation about the inflation reduction act. So she created a jeopardy game. I merged the politics and the teaching to create this jeopardy game because that's how you get across a lot of information when you're teaching is you play a game.

Race Narrative

So the race class narrative, as you probably know, was developed after Trump got elected. A bunch of great people got together and they began testing what messages work against Trump's dog whistles, the stuff he was always saying.

And they developed this messaging. It's a formula. You can say a framework for how to create a message. And they found that the base got motivated by it and people in the news were persuaded by it and the opposition was repelled by it. They're continuing to use it. Campaigns that use this kind of messaging were more successful in 2022. Wisconsin found that to be true. The thing about this messaging is you don't want to go to the numbers. You don't say, this many people love or do you know and quote those numbers about the inflation reduction act necessarily because people don't get motivated by numbers, get motivated by stories. Stories are what we use.

Think of it as a sandwich, where you've got the positive at the top, the negative in the middle, and the positive at the bottom. The first thing somebody hears is positive, and the last thing somebody hears is positive. And I know over time positive is stronger than negative.

So that's why one reason this works. You start with a shared value, and you also acknowledge the differences between people. This works against the dog whistle kind of thing is because right from the start, you talk about those differences.

You don't let them linger in the air, you get it out. And then you build something and common by talking about the shared value. Then you describe the problem or the villain who's creating the problem and go back to the positive and talk about the vision and the solution.

We all want the same things no matter what class or past or race we're part of whether we're elderly, whether we're young, whether we're rural, whether we're urban, skin color, or whatever differences we have in with money. We all want security. We want family. We want to be growing. And so you can assume that about people. When you're talking about values, you can reclaim those words that we so often have relegated to Republicans' freedom.

That's the number one word that people associate with Americans and that Americans associate with their own country. So, we are using that word again and reclaiming it.

In fact, you know, our messaging over the 2022 election was protect our freedom. And the word freedom works so well for protecting when you're talking about reproductive rights or whether you're talking about the freedom to thrive.

So, that can be environmental or that can be economic. So, But family, fairness, future, the country, community, all of those are words we want to use again and not let Republicans take them over. And when you acknowledge what you have in common at the beginning of your message, then you, the barriers go down.

So those are some examples of messages that show what we have in common. With the Inflation Reduction Act, you could say, and I will do this in a minute, but everybody wants to save money. Everybody wants their family to be secure and know that we've got a secure future. So you put right at the top, you have in common, but you then put in the differences that we have and you're basically just putting this you're not letting it be unspoken. You're speaking those differences.

Whatever our gender is, our background, whether we're Republican or Democrat, no, no matter who you voted for in 2016 or 2020, you're really urban.

So you put those differences out there so people go, yes, that's all of us. So you're starting to tell a story.

We have something in common, but there's a problem. There's gun violence, etc. Why is there a problem? That's the villain.

And there's always a problem because people made choices. And so you make it active. And why did they choose that? Why did they make that choice? You name the motivation for the villain to divide us. Because Republicans want to keep everyone divided. They constantly introduce culture, war issues, et cetera. You call out the fact that they're doing this to get some gold that they are trying to achieve.

And you don't generalize that villain. Some lawmakers, you can say, certain politicians, rich and powerful few Trump Republicans, the Putin wing of the Republican Party, represented in a pair. You can see that's going getting more and more specific. So you want to be as specific as you can.

You don't want to say all Republicans, you want to be very specific because people rule it out when you generalize, they go, oh, you don't, you know, not everybody does that. So you get as specific as you can. And then the final piece of the sandwich is you talk about the world that you want to see, the world you want to live in.

This is amazing to me, is that people really do, they gravitate to hopeful visions for the future. They really do want to hear it.

So you talk about solutions that create something good and don't just reduce something bad. So you imagine a world that we would all like to see. So that's the gist of the sandwich. And but one part of it that's really important for Democrats to do because we don't do this very often.

We talk about policies. And what you want to do is talk about specifics that hit home with people that make a difference in their lives. So, everyone has a place to call home is what's the policy called? Affordable housing. But putting it in these terms makes it touches people's feelings. And that's what you're trying to do.

Affordable housing touches people's brains. But having a place to call home touches their feelings. Being there for a loved one when they need it most.

And you loan debt reduction. Put it in those terms and it connects to people. Everybody's got a child, a niece, a nephew, et cetera.

This is how we sell our agenda. Coming together, we can have those nice things that we all want. And sometimes you can add no exceptions, because that's what the right-wing does. It doesn't see anyone, everyone is human. So, you say no exceptions to this, and add a call to action if you can. This is what we can do together.

So, there you go. This is a summary. You leave with shared values. You ascribe the blame and the harms that are being caused by specific villains.

So, every story, good story has a villain. Put that one in and in between the good things. And talk about tangible outcomes, be aspirational, provide a vision, and talk about what we're for.

I left out a slide that shows that every time you repeat someone's negative message, it amplifies it. And so I think advice columnists will say, when talking about relationships, you can't control what somebody else does or says, you can only control what you do and say. And so you ignore, you don't really try to counteract everything a Republican is saying, you provide your own value, you provide your own message.

The values we share together and acknowledging the differences and talking about the vision we want to get to.

This is the kind of messaging that we want to get to. We want to get to the information reduction act.

It's the value. First, you have to describe it a little bit. The inflation reduction act makes our electric grid resilient against extreme weather events, builds a clean energy economy, and provides tax credits so families and businesses can save money and save energy at the same time. And whether we're Anglo or Hispanic rural or urban, no matter what's in our bank account, that sounds good to us because we all want a secure future.

There's your value.

Here's your villain, but Republicans in Congress led by Kevin McCarthy are trying to gut this law. The law raises taxes on the top 1% and corporations that make over a billion a year. So to please their rich donors, they're linking, repealing, repealing this bill to raising the debt limit. I don't know if you knew that's what, that's what Kevin McCarthy's claiming. That's what he wants to order to raise debt. And he wants to get rid of the provisions of the inflation reduction act. Those people are holding a religious value that isn't going to be open to this kind of persuasion.

But there's plenty of people who voted Republican in the past. There's lots of independents and there's non-voters also. So some of this is aimed at motivating people to be active in whatever way you're calling them to action.

Well, I just have a quick comment, but I'll try one. But I'm just thinking about that guy, Jordan Klepper, who would go into MAGA rallies and start talking about values. And he'd end up pulling people over to very progressive values, because that's the false populism that people like Trump are actually using, and they're lying about it.

We all want enough to take care of our families. We all want to have enough and have our needs met. And so, but the problem is that a lot of our Congress people are only giving tax credits to the wealthy. We all want people to pay their fair share.

We could have better everything for everybody. Including healthcare for everyone.

Barbara - One is that you've got to grab your audience's flat voters attention at the very beginning. You've got seven seconds in which to make your first impression and you've got to grab them by the throat with some really intense, incredibly potent. And then I would go in and I would say, you know, this is a huge concern to everybody. One of the things that you'll hear is we would have heard in Albuquerque when you're canvassing is, I don't care about the arctic. I care about the price of gas at the station. And if we can just put a gas line in Alaska, we can get cheaper gas at this time.

Where you are allowing Republicans to frame the debate so often. So this program I get also is means you're trying to frame the debate.

Sally: So it's the framework for telling a story. So you can tell it just the vision part.. But it can be reduced to something short. You can tell a story in a single graphic. And so this long conversation just is to explain it. And it's a great way to talk to your neighbor using this.

But it works for all. It works for any format for messaging.

Sandy said that she finds this a little simplistic. Because a braver angels has tried to do some of the same type of work. And they've taken words similar to your freedom in the world. immigration, tax reform. I can't remember some of the other ones, but there's a whole list of words that tend to create a common interest in the word itself.

But what doesn't happen is that yes, we can agree. We can take our three, the reds and the blues can take our same, we can have the same top three priorities, tax reform, energy, and let's say safety.

Safety. And we come to the table and we have totally different ideas around what that means. And how greater angels deal with it is that. It basically limits your conversation on an issue to one minute. So by doing that, you can't, you escape getting into the conversation that shows that we're really quite different.

It wouldn't say my top priority in life is to have nice things. It's not how I think. It's not how I live. I have nice things, but it wouldn't be.

I could live without my nice things. And I've had serious illnesses in my family that, and things happened over the years where I understood that nice things was not my priority.

Health might be a priority, but not nice to have. We're talking about the values that they want to see your children grow up and be happy. That would be a nice thing.

Or they want to see clean communities. Or they want their children to say, cool. They want to feel secure when they go out into their community that they won't be shot.

Those are the nice things that everybody wants. They want to be able to survive.

Monica: It's much easier to destroy than to build. You can, in one bomb, you can destroy a city. And I think that applies to messaging, you know? We going to live in our own full bubble?

Sally Let's talk about what we have in common and what we're trying to achieve together. But I'll just say two things. One, if you know Ben Whitler, who's used to run move on, but now became the chair of the Democratic Party in Wisconsin, they used this messaging a couple of years ago when there were all these school board elections across the state. And their candidates spoke this messaging and when they were up against all of this kind of right-wing dodging with the culture war on education.

And they won over 50% of those elections, right in the middle of the heated kind of election stuff where candidates ran with this messaging in say the state of New York, they won when candidates didn't and just use their all of their messaging just to refute what the Republicans were saying they lost. So, the reason it was developed is because it was tested and they continued to test it with focus groups and all kinds of surveys, et cetera, cultures, generations across states and in all kinds of situations. And they continue to test messaging so that when something will come up, there probably will be something on the debt limit soon.

They test messages that work with people through their focus groups. And they will send that out to you to say, here's messaging that people are responding to with very specific, you know, words.

Use this word, don't use this word, et cetera. So it's a helpful thing to be on that mailing list.

And I just wanna say, I think this way of messaging its purpose is to bring us together, it's to bring people together instead of dividing people.

The Republicans will all day, every day divide people on one topic or another, whether it's Hunter Biden's laptop or it's the Warren Ukraine, whatever, they can cook up, they will divide us.

We've got to come together and this is just one tool to add to our toolbox. So thank you, thank you Sally so much and thanks for all your work on this.

Yeah. Thank you.