



Framing for Progress:
Moving Alabama Forward



• Access reliable resources on *framing*

- Framing Science www.scienceblogs.com/framing-science/
- Frameworks Institute – www.frameworksinstitute.org
- Opportunity Agenda – www.opportunityagenda.org
- Longview Institute – www.longviewinstitute.org

Words That Work, Dr. Frank Luntz

Don't Think of an Elephant, Dr. George Lakoff



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- Access reliable resources on *public opinion*
 - Pew Center on the People and the Press - www.people-press.org
 - Polling Report – www.pollingreport.com
 - Press Public Agenda - www.publicagenda.org
 - Gallup - www.gallup.com



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- Help funders understand the importance of market research to any public awareness campaign
- When possible, use focus groups



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- Don't rely on untested messages that make sense to other advocates – at least do the “Uncle Ronnie” test
- Use the “upside down” language when talking about taxes