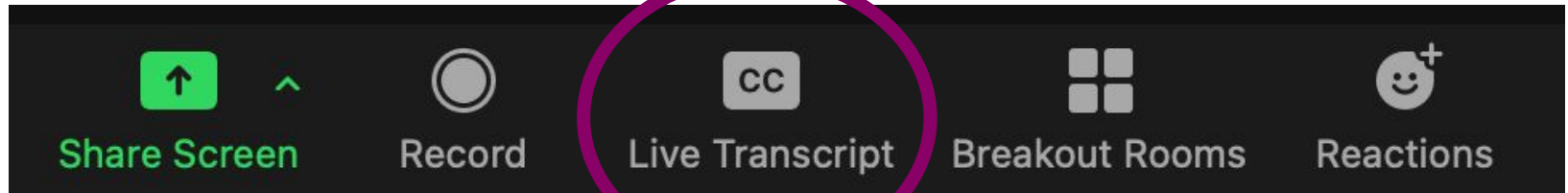


# CLOSED CAPTIONING

Click on **CC icon** to enable captioning



# Messaging & Narrative Workshop

Let's **TALK** about Honest Education



# We Are

## Coalition

Nonpartisan, Statewide, Diverse Stakeholders

## 3 Pillars

Educate • Advocate • Build Community

## 3 Priorities

Statehouse • State Board of Ed • Schools

## Resources

Info, Updates, News, Programs, Organizing



# We Believe

**Every child deserves an honest, high-quality education** grounded in truth, facts, and diverse perspective, regardless of background, race, or zip code.

**Education must reflect and celebrate all student identities**, experiences, and cultures to maximize engagement and achievement.

**Dismissing racism and discrimination**, or minimizing its trauma and impact, irrevocably harms individuals and communities, and prevents pathways to reconciliation and healing.

**Students benefit most when caring families**, trained educators, and dedicated school boards work together.

**Honesty in education is the freedom of critical thinking**, reflection, and the diverse exchange of ideas that are essential to a vibrant future and **high-functioning, multiracial democracy**.

Join Honesty  
Mailing List



Become an  
Honesty Partner



# Agenda

Personal Narrative

*LEAD Ohio*  LEAD OHIO

Race Class Narrative

*Race Forward / HEAL Together*  HEAL TOGETHER

Breakout Sessions

Feedback & Next Steps

A blue-tinted photograph of a classroom. In the foreground, a young boy with dark hair, wearing a striped shirt, is sitting at a desk and writing in a notebook. Behind him, other students are also seated at desks, some looking down at their work. The background is slightly out of focus, showing more of the classroom environment. The overall scene is a typical classroom setting with students engaged in their work.

# Personal Narrative

# Creating Your Public Narrative

CRYSTAL LETT

LEAD Ohio

*Presented by*



[www.LEADOhio.org](http://www.LEADOhio.org)



# Today's Session

Provide you with the tools to construct a powerful public narrative that is compelling, contrasting, and fits the desired office.

Provide you with examples of what is effective and ineffective in public narrative.

# What is a Public Narrative?



Public narratives are aimed towards **motivating others to join you** in action on behalf of a shared purpose. It should include your own experiences and your vision for the future.



# Why do you want to run?

Knowing why you want to run for office is important. It's equally important that why you are running is connected to your values. Getting clear on your **why**, and **tying it to your values**, is going to be critical in your ability to connect with others.

When your **values** are in sync with voters and constituents values, you create an **opportunity** for a shared vision.

# How do you talk about yourself?

We tell stories to share, to learn new experiences, to inspire and to motivate.

Telling stories links back to the two 'ways of knowing' by which humans learn: through **our heads** and through **our hearts**. We need to employ both ways in order to effectively mobilize others to act.

Stories **demonstrate** your values.

# Typical Elements of a Personal Narrative

WHO are you?

WHY are you running?

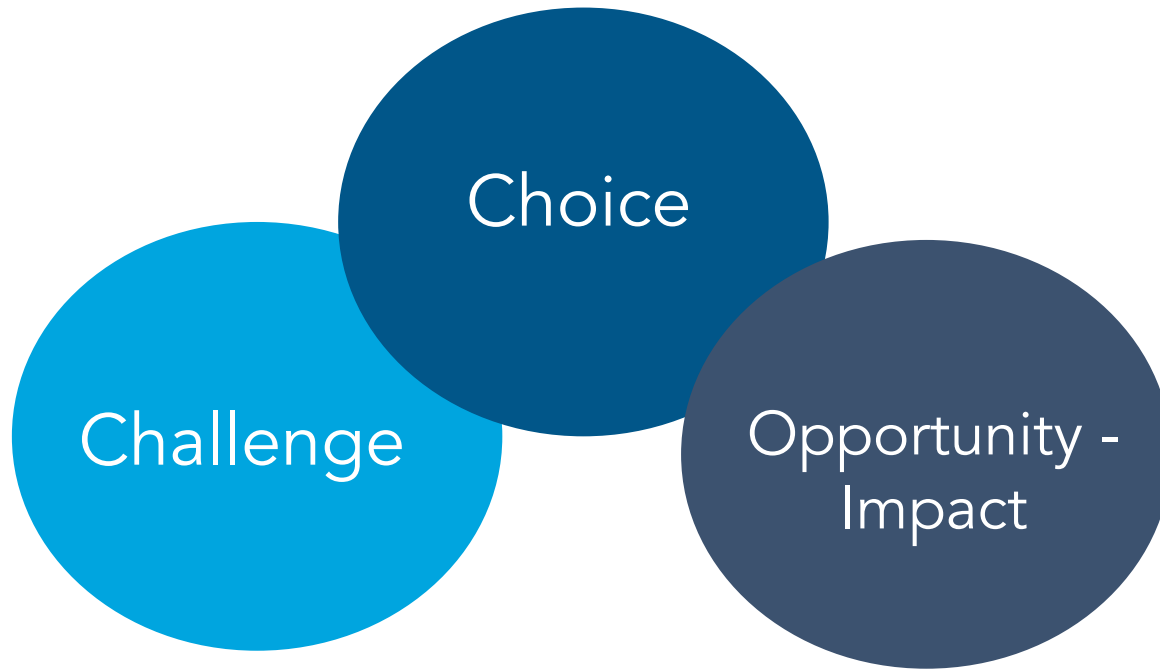
WHAT have you done, what are your accomplishments?

WHY should someone vote for you over your opponent?

HOW will the voter's life improve if you win? What do you want to accomplish in office?

WHAT do you need from your audience?

# 3 Key Components to Every Public Narrative



# Example of Public Narrative





# Raphael Warnock's Story

**WHO** are you?

*Grew up in the "projects", family wasn't working poor but very close*

**WHAT** have you done, what are your accomplishments?

*Graduated from college with PhD, Senior Pastor at MLK Jr.'s former church*

**WHY** are you running?

*Spent his entire career in service and ready to bring that service to the US Senate*

**HOW** will the voter's life improve if you win? What do you want to accomplish in office?

*Lower health care costs, better wages for workers, improve quality of life for Georgians*

**WHY** should someone vote for you over your opponent?

*Doesn't mention specifically, but in how folks lives will improve, he's calling out current Senators*

**WHAT** do you need from your audience?

*Missing, but this is a launch video*

# Condensed Version - 1 Minute

I'm Raphael Warnock and I'm running to be your next United States Senator from Georgia.

I'm running because I know what it's like to be working poor, to not know how you're going to pay for college, to be overworked and underpaid. As my dad always told me, "be ready". And I'm ready to help fix this.

I've spent most of my career as a pastor at Ebenezer Baptist Church, in the pulpit Martin Luther King Jr once occupied, serving the congregation - celebrating with them, inspiring them, consoling them, and supporting them. Public service is who I am.

My opponent has shown that he doesn't understand the needs of everyday Georgians and has no desire to serve them, only to use them to gain power.

If you're ready, like I am, for a better Georgia, I need your vote on November 8th. I'm Raphael Warnock and I'm ready to be your next US Senator.

# PRO Tips

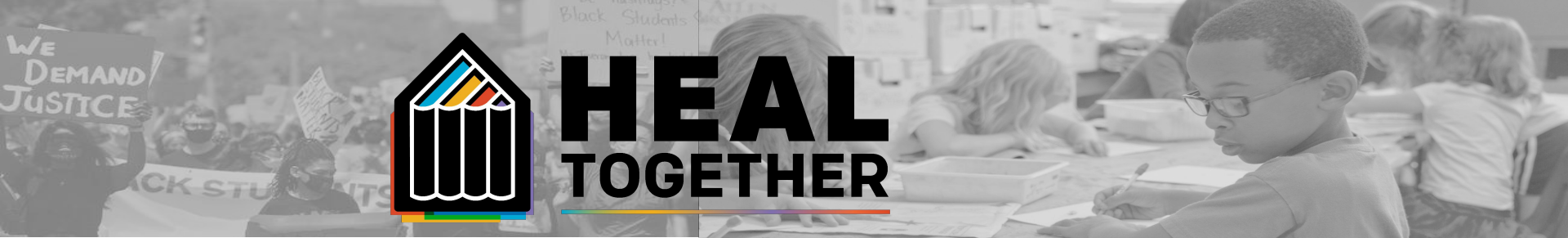
YAY	NAY
Show, don't tell	Create a verbal resume
Share a personal story of why you're running	Share someone else's personal story that you would not want to be public
Outline the issues you care about – pick no more than 3, and why you care about them	Dryly discuss the issues you care about without making a connection to your "why"
Tell the truth	Lie
Contrast: yourself with the opposition	Only talk about yourself
Make an ask	Leave the audience hanging
2 minutes or less	Craft a 15 minute narrative

Practice, edit, practice, repeat!



A blue-tinted photograph of a classroom. In the foreground, a young boy with dark hair, wearing a striped shirt, is sitting at a desk and looking down at a piece of paper. Behind him, other students are visible, some also working at their desks. The overall scene is a typical classroom environment. The text "Race Class Narrative" is overlaid in white on the left side of the image.

# Race Class Narrative

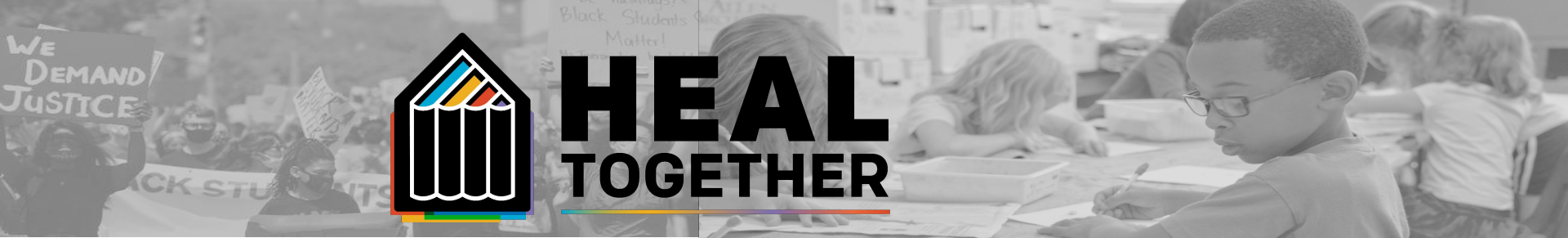


**HEAL  
TOGETHER**

# The Race Class Narrative Messaging Framework

June 15th, 2023

Presented by HEAL Together



# HEAL TOGETHER



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Senior Fellow  
Race Forward



**Anastasia Ordonez**

Director,  
Public Education  
Leadership Project  
Race Forward

# Learning Outcomes

**By the end of today's presentation, you will:**

- ★ Learn the history and current reality of narrative change.
- ★ Learn the “Race Class Narrative” (RCN) messaging framework.
- ★ Begin to integrate the lessons to your practice as a storyteller and messenger.





# First....what is narrative change?



Credit: "Mind of My Mind" by John Jude Palencia

**Narratives** are the accumulation of stories and messages - over time, across many voices, through multiple forms - that point us toward the same worldviews

**Narrative change** is the process of replacing dominant narratives with alternative ones. Repetition is key.



# Making the Old New; Strategy of the Backlash

- A *narrative* strategy to appeal to white racial fears and resentment.
- Cast people of marginalized and minoritized identities (e.g. Black people, poor people, Muslims, gay people, immigrants, etc.) as the villains taking from hard-working, tax-paying white people with Christian values (“heroes”)
- Used this fear and resentment to **end/limit gov’t oversight over (deregulate) industries, bust worker unions, defund public services, and use law enforcement to subdue and deter organizing and social uprisings.**



# The Right's 60+ Year Narrative Strategy

Stoking Fear &  
Resentment



Attacks on  
Government

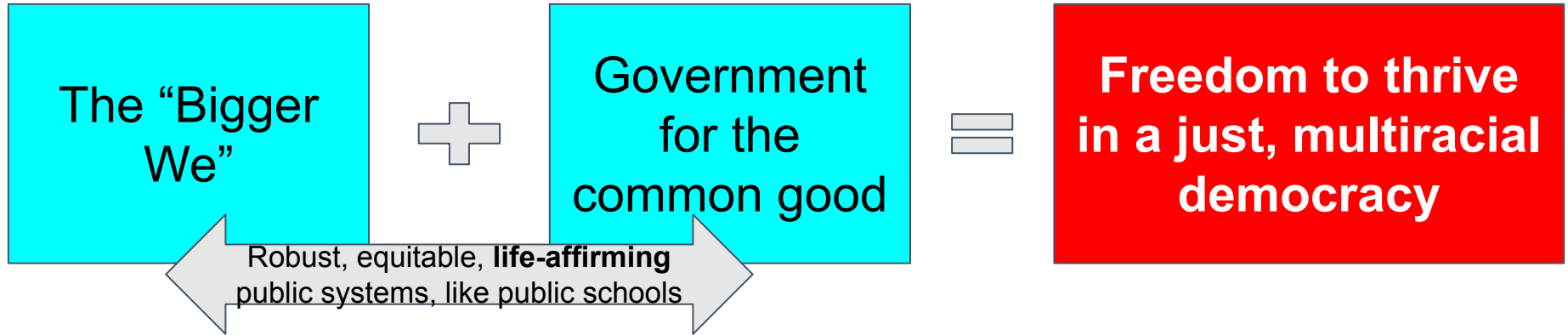


Power and Wealth for  
the Few

Shrinkage of Public  
Goods

Rugged Individualism, Anxiety, Danger

# Narrative Strategy for a Just, Multiracial Democracy



Interdependence, Belonging, Abundance, Dignity

## Narratives We're **Battling**

## Narratives to **Elevate**

### Fear & Resentment

- Us vs. Them
- Zero-Sum Game (scarcity)
- “Wokeness” is a Threat to Kids
- Meritocracy

### The “Bigger We”

- No one thrives alone
- Equity is for everyone (abundance)
- All our children deserve the freedom to learn and be themselves
- Inequities are designed

### Don't Trust Government

- “Trust the Market”
- “Government Schools”
- “Just teach the ‘basics’”
- “Parents’ Rights”

### Education is a Public Good

- Public education is essential to democracy
- Public schools for the public good
- Public stewards (e.g., public teachers)
- “It takes a village” for children to be educated

# Messaging: Race-Class Narrative Framework

- Implemented by We Make The Future
- Empirically-tested narrative on race and class that neutralizes the use of dog-whistle racism to win on the issues we care about
- Resolves cyclical liberal and progressive debates about whether to use colorblind messaging to prioritize white voters vs. centering race AND class (and gender) in messaging to animate voters of all backgrounds, especially Black and brown ones.



*Credit: We Make The Future*

# Audience

Who are the key audiences we aim to shift to advance your narrative goal?



*Pimp My Piragua by Miguel Luciano*

***Hint: It's not everyone.***



# Definitions to Know

## Base

Your base is a core audience whom we consider to be fundamentally in agreement with us already. Usually, our goal is to shore up and **activate our base to act in the ways that we need**, seeding our narrative all over and leading others to do the same.

## Persuadable

Your persuadables are stretch audiences whom we need to have on our side to win. These audiences include people who may have never heard of our cause or remedies, confused by disinformation and misinformation, and may be hesitant to get involved due to scope and severity of the issue. Our goal is to **win over and coax persuadables to become a part of our base**. Often we will need to flex new muscles to understand, reach, and convert them.


## Opposition

This is an audience who will resist or challenge your project. You will likely not target them directly, but it will be important to anticipate their reactions and the ways they may counter your narrative change work.





<b>Activists &amp; Organizers</b> <b>(less than 1%)</b>	<b>Base</b> <b>(~25-28%)</b>	<b>Persuadables</b> <b>(~50-54%)</b>	<b>Opposition</b> <b>(~18-25%)</b>
<p><b>Characteristics:</b></p> <ul style="list-style-type: none"> <li>● People who spend a lot of time digging into political issues</li> <li>● Either volunteer or work on progressive issues</li> </ul> <div data-bbox="48 616 428 900" style="text-align: center;"> <p><b>You are HERE!</b></p> </div>	<p><b>Characteristics:</b></p> <ul style="list-style-type: none"> <li>● Generally share our values (Interdependence, Belonging, Abundance, Dignity, Collective Responsibility)</li> <li>● Believe gov't should create opportunity</li> <li>● Believe in systemic advantage and disadvantage</li> <li>● Believe that POC face greater barriers than white people</li> <li>● More likely to be Democratic, under 50, and African American</li> </ul>	<p><b>Characteristics:</b></p> <ul style="list-style-type: none"> <li>● Generally of mixed mindset - shift between base and opposition views.</li> <li>● More likely to be women</li> </ul>	<p><b>Characteristics:</b></p> <ul style="list-style-type: none"> <li>● Values of individualism, meritocracy, scarcity, bootstrapping, superiority.</li> <li>● Believe gov't should stay out of the way</li> <li>● Believe in meritocracy</li> <li>● Think that culture is "too woke"</li> <li>● More likely to be men, over 50, and Republican or Independent</li> </ul>

<b>Activists &amp; Organizers</b> <b>(less than 1%)</b>	<b>Base</b> <b>(~25-28%)</b>	<b>Persuadables</b> <b>(~50-54%)</b>	<b>Opposition</b> <b>(~18-25%)</b>
<p><b>Views on Education:</b></p> <ul style="list-style-type: none"> <li>Your and your groups' progressive views on education.</li> </ul> 	<p><b>Views on Education:</b></p> <ul style="list-style-type: none"> <li>Providing more resources to the schools that need the most help ensures every child can get a quality education.</li> <li>Whether children do well is largely due to attending schools with more resources, experienced teachers, nicer facilities, and more engaging classes.</li> <li>Schools should be funded so that each child, regardless of their zip code, has an equal right to a quality education.</li> <li>They have a very or somewhat favorable view of teachers' unions.</li> </ul>	<p><b>Views on Education:</b></p> <ul style="list-style-type: none"> <li>A blend. Shares some views with base voters and some views with opposition voters.</li> </ul>	<p><b>Views on Education:</b></p> <ul style="list-style-type: none"> <li>Spending more taxpayer money on failing schools will not help if the parents in those communities are not involved in their children's education.</li> <li>Whether children do well is largely due to how hard they work and how much more involved their parents are in motivating them.</li> <li>Schools should be funded based on local property taxes so that each specific community can determine what is best for the children in it.</li> <li>They have a very or somewhat unfavorable view of teachers' unions.</li> </ul>

# RCN Messaging Architecture

Seize the moral high ground by opening with VALUES Americans share across our race, class, and gender. Be explicit.

Describe the problem as created by specific VILLAINS who violate our values, naming them and exposing their motivation for scapegoating and deliberate division.

Combat cynicism by emphasizing solidarity and characterizing how VICTORY is possible with a clear call to *collective action*.

Connect joining together to achieve *desired outcomes* - share the VISION.

Insert specific **CALL TO ACTION**.

# Our Opposition: "Teaching about race is inherently divisive and will frame white people as the enemy."

## Our Counter Message:

### Shared VALUES

From Canton to Columbus, most of us believe that our children, of all races, deserve an honest and accurate education that teaches them about our country's challenges as well as its triumphs so they can chart a better tomorrow.

### Name the VILLAIN

Yet, certain groups, like Mom's for Liberty, despite their name actually want to take away our children's freedom to learn and be civically engaged.

### Reminder of VICTORY through collective action.

If we join together, though, we can make sure that our public schools offer culturally responsive curricula that...

### Share your desired outcomes a.k.a. the VISION.

...help our future generations to be more well-rounded citizens, be better neighbors to one another, and preserve our democracy.

### What action should your audience take right now to help?

If you believe, too, that our children deserve to know the good and the bad of our history so that they can better understand the lives, cultures and experiences of different Ohioans, then stand with us by telling your representative to not ban African American Studies.

# Our Opposition: "Public school teachers are grooming our youth to be sexually perverse and confused by allowing them to talk about gender and sexuality in schools."

## Our Counter Message:

### Shared VALUES

Across our races, backgrounds, and genders, most of us want our kids to have the freedom to learn, to be themselves, and to grow up healthy and safe.

### Name the VILLAIN

But a handful of politicians are stoking fears among parents to put their desire for political power over our children's futures. They spread lies about why our schools struggle, block efforts to protect kids from school shootings, pass laws to censor our history, and exploit lack of familiarity with LGBTQ kids to distract from their failures to deliver for our families.

### Reminder of VICTORY through collective action.

Telling hard truths and making sense of unfamiliar things isn't easy. But we owe it to our kids to come together and...

### Share your desired outcomes a.k.a. the VISION.

...finally make this a country where children of all races and genders have the freedom to be true to who they are and honest about what our country is and has been, so they can learn from our mistakes, shape a better future, and pursue their dreams.

### What action should your audience take right now to help?

Tell your school board member that all of our children deserve to have curricula and resources that help them to be their authentic selves.

# Some Race Class Narrative Best Practices!

**Focus on what we are for as opposed to what we are against, using language that paints a picture of our desired outcomes.**

**Connect the core purpose of education, including teaching about the past, to creating a better future.**

**Characterize efforts to blame parents, teachers, and unions as a part of the opposition's strategy of keeping us from uniting for desirable, equitable outcomes.**

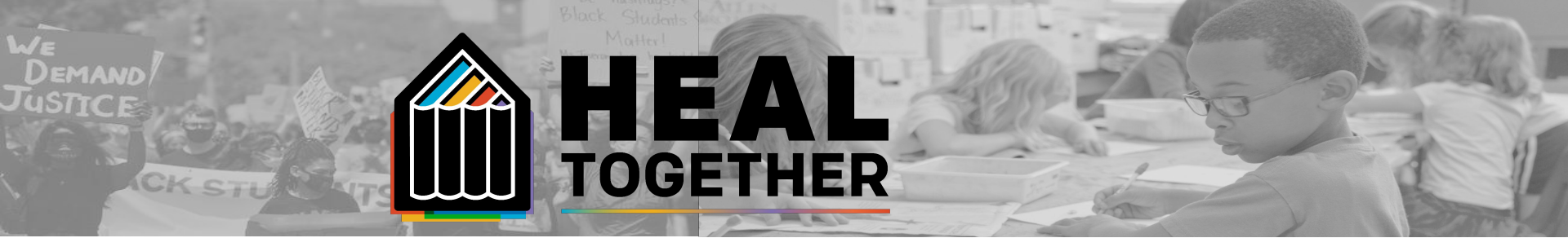
**Express the outcomes of our desired policies as benefiting children, not schools.**

**Make ending calls to action concrete and oriented toward a clear goal, in order to help abate the cynicism that nothing can be done.**

# Grounding Yourself

- What gives you the courage to tell a personal story or deliver a message in your role as a leader, organizer, or activist?
- How do you think your voice could contribute to a larger “choir” of voices defending and advancing honest, equitable, and fully funded public education?





**HEAL  
TOGETHER**

# Breakouts



# In Breakout Groups, Discuss:

- Given the RCN framework, how might you adapt to fit your voice and local context?
- What events in your life motivated you to run and be a public servant? (*Bonus: How does your story connect to the narratives you saw in this presentation?*)
- What gives you the courage to tell a personal story or deliver a message in your role as a leader, organizer, or activist? How do you think your voice could contribute to a larger “choir” of voices defending and advancing honest, equitable, and fully funded public education?



# Additional Support

- If you need help crafting your RCN message, please contact us at [healtogether@raceforward.org](mailto:healtogether@raceforward.org).
- If you'd like help crafting your personal narrative, contact Crystal at [crystal@leadohio.org](mailto:crystal@leadohio.org)



A blue-tinted photograph of a classroom. In the foreground, a young boy with dark hair, wearing a striped shirt, is sitting at a desk and writing in a notebook. Behind him, other students are visible, some also writing at their desks. The scene is brightly lit, and the overall atmosphere is one of focused learning.

**Let's Talk!**

## Breakout Questions:

- Given the RCN framework, how might you adapt to fit your voice and local context?
- What events in your life motivated you to run and be a public servant? (Bonus: How does your story connect to the narratives you saw in this presentation?)
- What gives you the courage to tell a personal story or deliver a message in your role as a leader, organizer, or activist? How do you think your voice could contribute to a larger “choir” of voices defending and advancing honest, equitable, and fully funded public education?

A blue-tinted photograph of a classroom scene. In the foreground, a young boy with dark hair, wearing a striped shirt, is sitting at a desk and looking down at a book or paper. Behind him, other students are visible, some also working at their desks. The overall atmosphere is quiet and focused. The text "What's Next?" is overlaid in a large, white, sans-serif font on the left side of the image.

**What's Next?**

# Stay Connected

- JOIN** the Honesty Mailing List
- FOLLOW** @Honesty4OhioEd
- ATTEND** Events & Programs
- SHARE** Alerts, Newsletter, Info
- INVITE** Us to Your Community/Org



# Resources

## Honesty for Ohio Education

- Mailing List [HERE](#)
- Legislation Tracker [HERE](#) | Flyer [HERE](#)
- Website [HERE](#)
- Social Media: [FB](#) ● [Instagram](#) ● [Twitter](#)

## State of Education

- Track Actions Across US [K-12](#) | [CRT](#) | [HE](#)
- Roots of Critical Race Theory Campaign [HERE](#)
- Executive Order on Combating Race and Sex Stereotyping [HERE](#)

## Statehouse

- Honesty Legislation Tracker [HERE](#)
- Ohio Legislature Site [HERE](#)

## State Board of Education

- Each Child Our Future Strategic Plan [HERE](#)
- Whole Child Framework [HERE](#)
- Education Resources [HERE](#)
- Anti-LGBTQ+ Resolution [HERE](#)
- Anti-Racism and Equity Resolution [HERE](#)
- Gerrymandering SBOE Districts [HERE](#)

## Local Schools

- 2022 KIDS COUNT Data Book [HERE](#)
- 2022 KIDS COUNT Ohio Data Profile [HERE](#)
- Finding Unity and Common Ground [HERE](#)
- ACLU Ohio Student Rights Handbook [HERE](#)

# Thank You

