

➔ GUIDING QUESTIONS FOR FRAMING AND MESSAGING

Big Idea Framing

1. What question is currently being asked about your issue?
2. What new question do you want to ask about your issue?
3. Why does this issue matter? What's really going on and why should people care?
4. What values are at the heart of this issue?

Story Framing

1. What specific place, trend, or scene best illustrates your frame?
2. What is the conflict at hand?
3. What's the historical, social, and/or political context?
4. Who are the good guys and bad guys?
5. What's the moral of the story?

Messaging

1. What is the problem? What stereotypes are associated with this problem?
2. What institution or decisionmaker is responsible for this problem?
3. What's your vision and solution?
4. What action do you want your target and/or audience to take?
5. What will happen if they don't take this action (e.g., what's at stake)?

Soundbites

1. What short, catchy statements can you pull from your frame and messages?
2. How can you use rhyme, alliteration, metaphors, and clever comparisons in your soundbites?