



COMMUNICATING YOUR MESSAGE

*Adapted from the “Economic Emergency Kit” written by
We Are Oregon*

FRAMING



Blaming the Individual

“We have a higher incidence of cigarette smoking, of obesity, of certain viral infections, and other things which increase the incidence of cancer in our state,”

- Louisiana Sen. Bill Cassidy

“We hear it a lot down here — that we can’t be trusted to know what’s hurting us,” she said. “It’s always ‘blame the folks’ - the poor, Black folks - for their own demise.”

- Gail LeBoeuf, an environmental and civil rights activist in St. James Parish

Corporate Greenwashing

INVESTIGATIONS Plastic Wars: Industry Spent Millions Selling Recycling — To Sell More Plastic

March 31, 2020 · 8:00 AM ET
Heard on [All Things Considered](#)



LAURA SULLIVAN



**How the oil industry has spent billions
to control the climate change
conversation**

POLITICS

MAY 22, 2006

The Origins of Anti-Litter Campaigns

BRADFORD P...
Ric



The Community Frame

- ❖ We are not alone
- ❖ Our experiences are real
- ❖ The solution is collective

Components of a Message

Describe the problem	Your institution (church, college, etc.) is supporting the fossil fuel villains who are destroying our planet.
Articulate an action	We are following thousands of other institutions who have already chosen to divest from dirty fossil fuels. Join us to ask your institution to stop supporting fossil fuel companies.
State the solution	Beating the fossil fuel industry is going to take communities across the world standing up. You and your institution can be heroes by taking a stand for the climate.

- **Describing the problem--** explain what's wrong, including what our shared values on the issue are and how those values aren't being supported.
- **Articulate an action--** just telling people that something is wrong can be disempowering. Talk about what people (like those in your group) are doing right now to deal with the problem.
- **State the solution--** What does the big picture look like? What will it take to win? This is your vision of the future. How would things look if we solved this problem?

Common pitfalls

- Good vs. Evil
- Refusing to meet people where they are
- Implying that the solution lies with those in power
- Highlighting individual, not collective action

GETTING THE WORD OUT

1. Building your list
2. The call to action
3. Promoting your action
in advance



Getting the Word Out: Talking to the Press

- Make a press list
- Send press advisories and/or press releases
- Be respectful of reporters' time
- Deliver your message; don't answer questions
- Say your piece
- Speak to your audience
- Everything is on-the-record