

## Talking Points Training – Sept 9, 2024

Antonia Scatton

Subscribe to the Newsletter: [ReframingAmerica.Substack.com](https://ReframingAmerica.Substack.com)

Contact: [Antonia@antoniascatton.com](mailto:Antonia@antoniascatton.com) or 202-487-0187

### All Politics is Moral

- People make decisions based on what they believe to be **right and wrong**.
- People judge right and wrong based on which **moral code** they learned as children.
- These moral codes are like the **operating systems** that run our brains.
- **Persuadable** people have, and can use, **more than one** moral code.
- Our job is to get these persuadable people to use their **Democratic** moral code.
- If we try to *refute* people's conservative positions, we switch on their **conservative** system.
- The best way to switch on people's Democratic operating system, is to make **strong positive value statements**.

### What Conservatives Believe

Market fundamentalists and Christian fundamentalists share a common moral code, explained by the narrative of the "Prosperity Gospel."

- Society operates on **self-interest** and competition.
- God/the Invisible Hand of the Market is perfect and **can't be wrong**.
- **"Virtue"** a.k.a. **"merit"** is defined as hard working, self-reliant, respectful of authority, and abstaining from "sins of the flesh."
- If you have virtue /merit, God/the Invisible Hand will reward you with **material gain**.
- Having wealth is therefore **evidence** that you have virtue/merit.
- *Not* having wealth is therefore evidence that you **do not have** virtue/merit.
- In all cases where this appears to be **not true**, it's *always* the fault of somebody **interfering** with the system, and never a flaw in the system *itself*.
- **All government action** is construed as interfering with the system.
- Government should **stay out** of the market, roll back previous government action, and **prohibit/punish** sins of the flesh.

## What We Believe

### Values

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- **Care/Empathy** – We care what happens to other people.
- **Inherent Worth** – Because every person has value.
- **Solidarity/Mutual Responsibility/Shared Prosperity** – We're all in this together.
- **Interdependence** – We all depend on each other.
- **Cooperation** – Society works through cooperation.
- **Equality and Fairness** – Everybody is *worth* the same and should be treated equally.
- **Diversity** – A wide variety of peoples and views makes our society better.
- **Fundamental Rights** – We have rights just because we are human.
- **Freedom** – We have the right to self determination.
- **Physical Liberty** – We have sole authority over our own bodies.
- **Self-government** – We have the right to political self-determination.
- **Economic Fairness** – We have the right to determine the course of our economic lives.
- **Responsibility** – We are responsible for how our behavior impacts others.

### Economic Beliefs

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- We live in a society. It has an economic system to **serve the needs of people**.
- The private sector **depends on government** and would not exist without it.
- Economic growth is driven by **workers and wages**.
- Economies are inherently unstable and **need government** maintenance and intervention.
- Our economic system **isn't fair**, but it should be.

### The Role of Government

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DEMOCRATS believe that government is the tool a society uses to **cooperate**: to make **group decisions** and take **collective action**:

- Provide **public benefits** and contribute to our **shared prosperity**,
- **Invest** in ourselves and prepare for our **common future**,
- Do **big things** that only government can do,
- **Protect** each other, (National Security, Public Safety, Financial Security)
- **Take care of** each other:
  - defend each other's **rights**
  - meet each other's **essential needs**,
- Promote a **healthy, stable and fair economy**, and
- Hold each other **responsible** for how our actions impact others.

Everybody should **pay their fair share**.

## Talking Points

What are voters most likely to say? How does that reflect Republican values or beliefs?

How do WE see this situation? How do we express that in terms of our values?

### CRIME

“Everybody deserves to be free to walk through their neighborhood and feel safe, to not have to live in fear of crime or gun violence.”

“Democrats are serious about making our communities safe, and that means investing in crime prevention.”

### BORDER SECURITY

“We all want a secure and orderly border that lets trade and tourism flow, but stops the drugs, terrorists and traffickers.”

“It’s time to stop playing politics and get serious about our security, and that means modernizing our immigration system.”

### IMMIGRANTS

“Immigrants have always been essential to our culture and our economy. Americans come from everywhere. That’s what makes us great.”

“Most of us are descended from immigrants, people who took the initiative to find a better life for their families. They’re just the latest round of us.”

### ECONOMIC FAIRNESS

“Democrats believe in economic fairness. Our economy may be strong, but it isn’t fair, at least not yet.”

“There’s supposed to be this deal: We work hard, you pay us enough to raise a family on. It’s time we made corporations hold up their end of the deal.”

“It’s not just about having an opportunity to compete for a decent life. There should be enough opportunity so that everyone can find a way to support their family.”

“Workers create the profits, but they’re not getting to keep their fair share. That’s why we need unions. Workers should be able to negotiate as equals.”

### INFLATION

“We need to reduce the cost of living and increase wages. The Biden-Harris administration is suing massive corporate conglomerates that use their monopoly power to collude on prices, extort their suppliers and suppress wages.”

### HOUSING

“Everyone should be able to afford a home.”

- “We need to increase the supply of homes, but we also have to bring prices down. That’s why we’re trying to stop market speculators from buying up all the houses and corporate landlords from colluding to hike rents.”

## PUBLIC SCHOOLS

- “Public funds belong in public schools, because we have an obligation to educate every child.”
- “Education gives us freedom. It’s how kids learn all the paths available to them in life, and get prepared to succeed in whatever path they choose. Everyone should be able to get the education or training they need to live a successful and fulfilling life.”
- “No child should ever be told that there’s something wrong with them because of who they are.”
- “Public schools knit our society together. It’s where we learn the truth about our shared history – good and bad – and are taught common American values like cooperation, respect, equality, and responsibility.”

## ABORTION ACCESS

- “Freedom requires the right to control your own body according to your own beliefs. Women do not have that freedom without access to reproductive health care.”
- “This is supposed to be a free country. We don’t use other people’s bodies against their will.”

## CLIMATE

- “We need to stabilize the climate and reduce this dangerous and destructive weather. This is about people. Our lives depend on this very delicate balance of conditions. We have to protect that, for ourselves and for our children. We can do this. We’re already doing it! We just need to keep pushing forward.”

## VOTING AND DEMOCRACY

- “If you cannot vote, you aren’t free. To be free, you have to have an equal say in who represents you in making the decisions that impact your life. That’s why we fight for your right to vote and to have your vote counted.”

## ISRAEL AND GAZA

- “The people of both Israel and Gaza have the right to be safe and the right to political self-determination. The hard part is figuring out how to make that happen.”
- “The leaders of both Israel and Gaza are ruining the lives of the people, keeping the war going for their own political reasons.”
- “The suffering is horrific. Even the people of Israel believe that it is time for a cease fire, and nobody is doing more than the Biden-Harris administration to make that happen.”