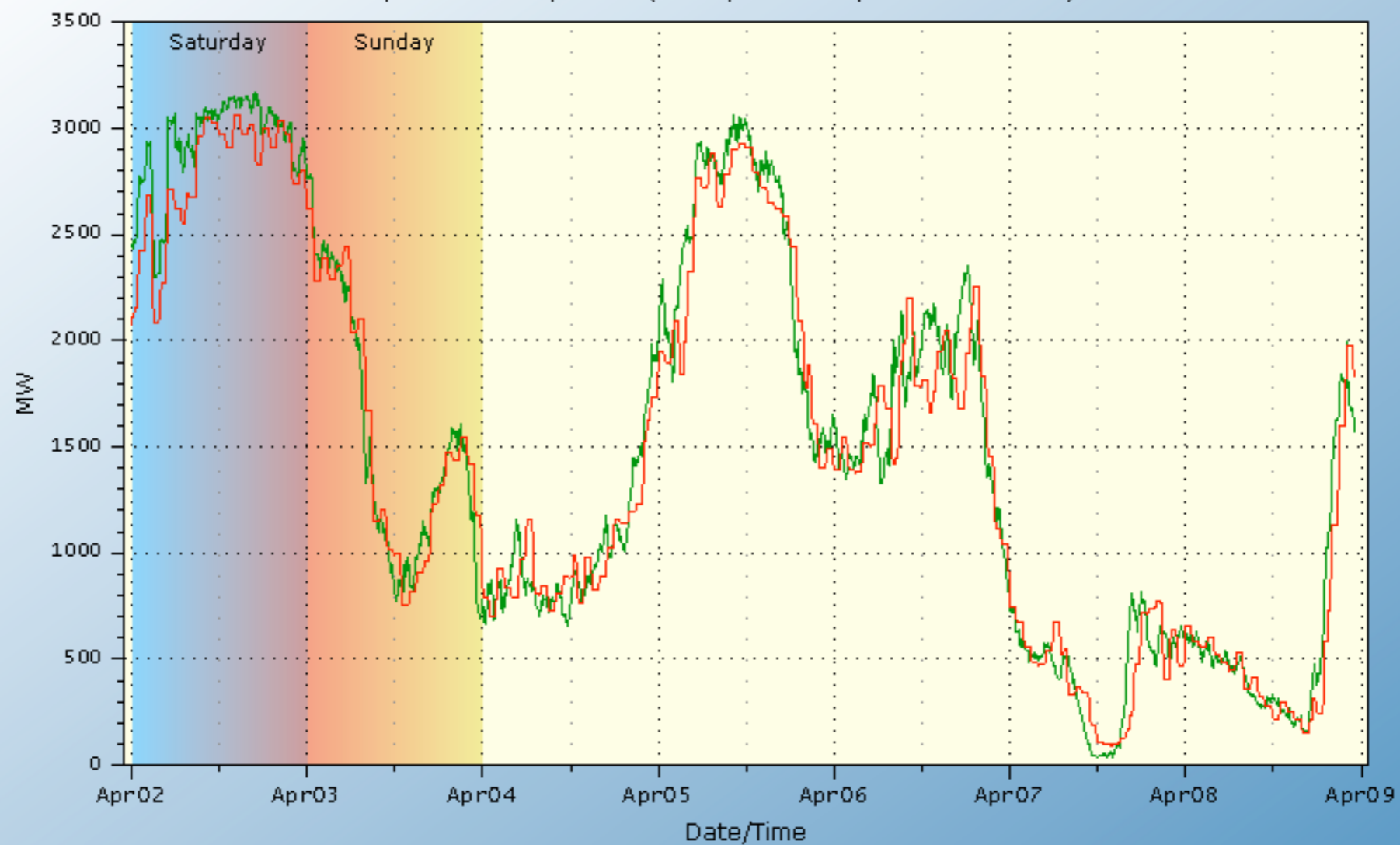




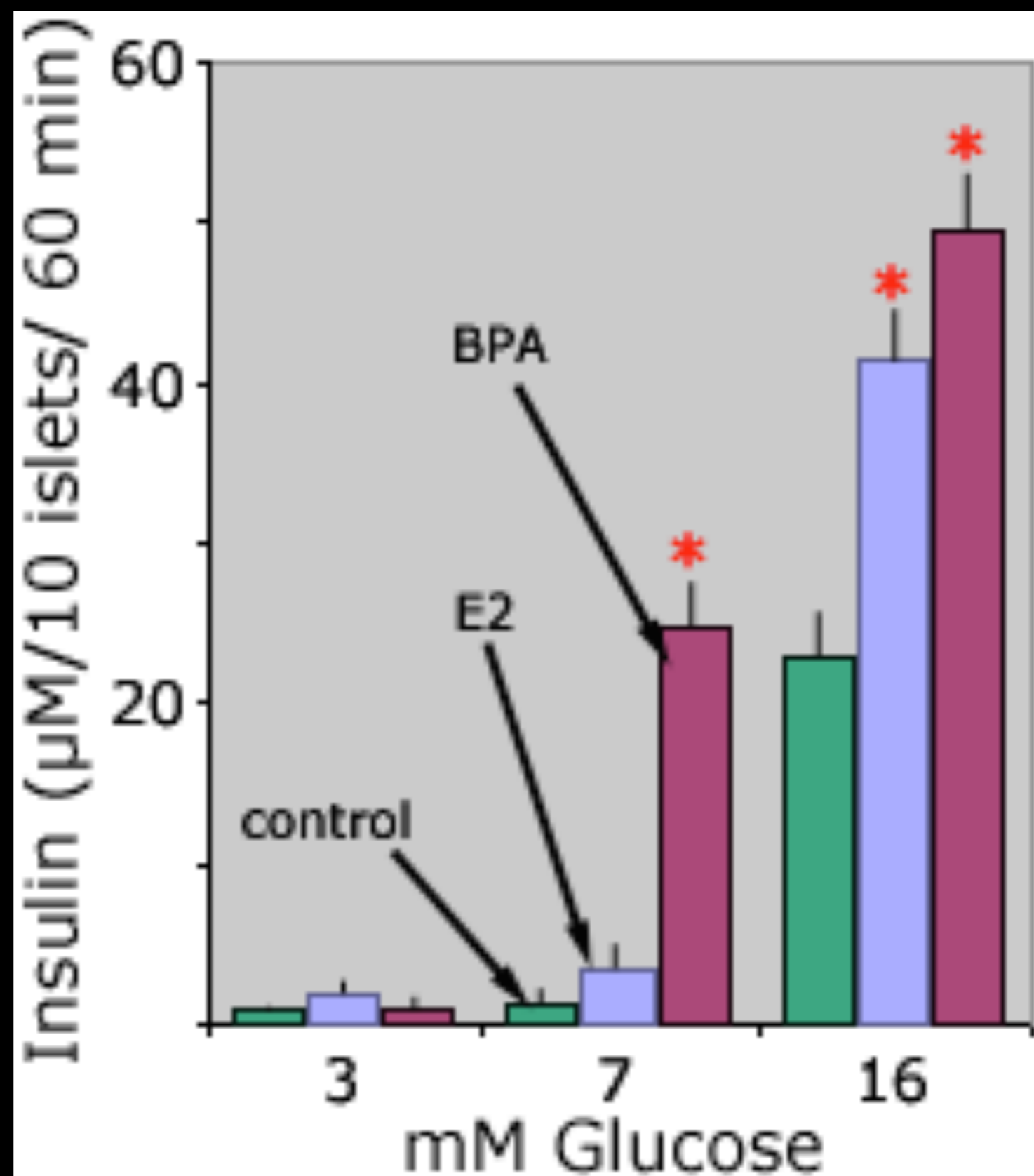
**Framing
Your Message**

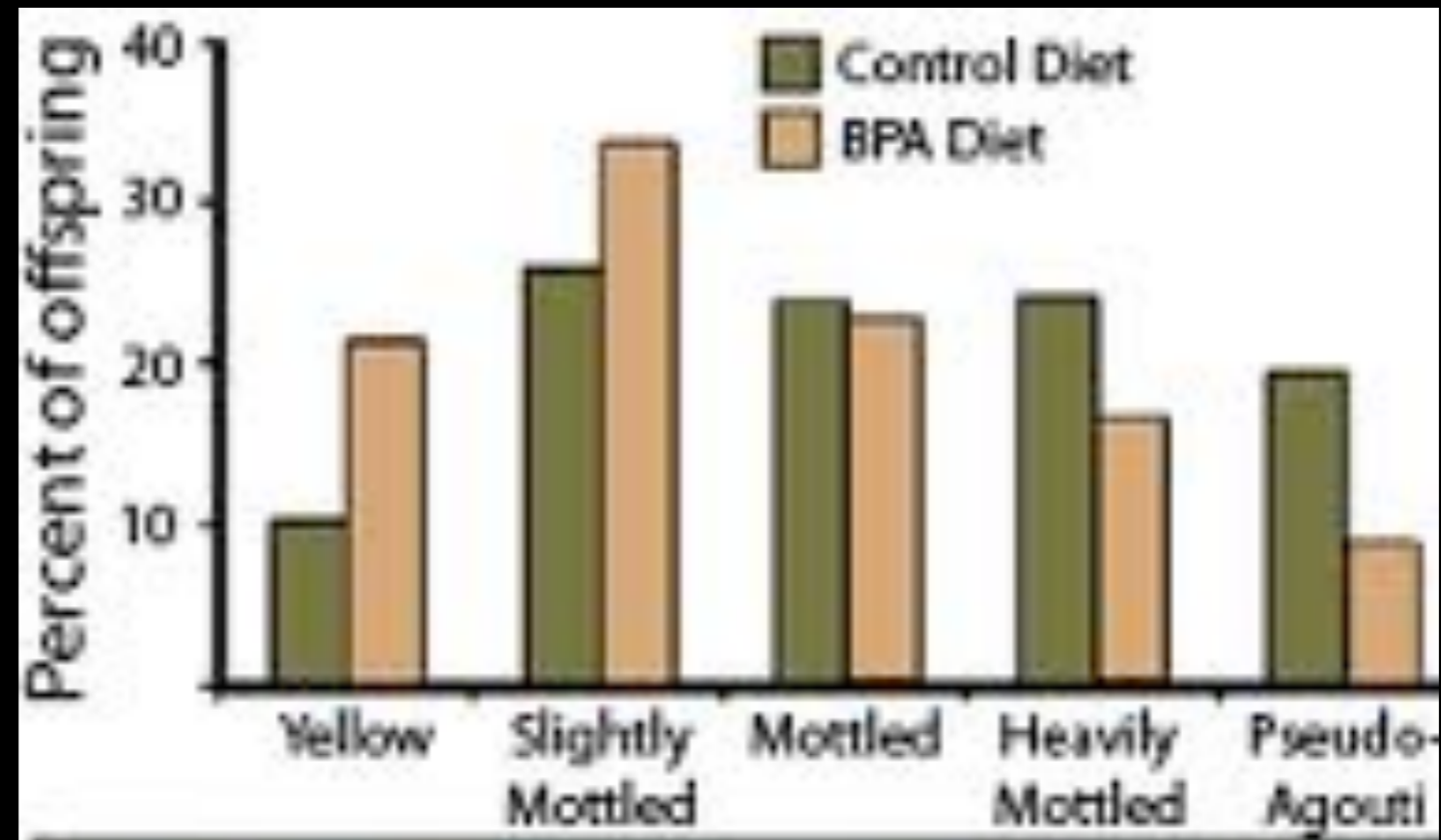
The Story of Bisphenol A (BPA) vs Children

BPA Balancing Authority Total Wind Generation and Wind Basepoint, Last 7 days
02Apr2011 - 09Apr2011 (last updated 8Apr2011 23:21:56)



Based on 5-min readings from the BPA SCADA system for points 79687, 103349
Balancing Authority Wind Generation in Green, Wind Basepoint in Red; Installed Wind Capacity=3522 MW
BPA Technical Operations (TOT-OpInfo@bpa.gov)







Now they
want to
take my
children's
toys away!!!



Both sides defined the
message in their own
terms

Guess who won?

Did They Learn?

Did They Learn?



Los Angeles Times

California Governor Jerry
Brown signed the Toxin-
Free Infants and Toddlers
Act into law on October 4th
2011



What am I doing?



Zimbabwe



The damage
beyond
the spill

Or the Debate Frames You



and children with one another. Dogs need to be trained how to act around children, and vice versa. The latter includes more than simply teaching children how to approach a dog: it is an entire process of socializing, one that gradually teaches a child how to respect a dog as another living creature.

Such an understanding is imperative because children in our culture are exposed to a high degree of anthropomorphic conditioning through television and books. They are constantly exposed to animal figures who act like humans. We have already mentioned Lassie, but there is a long list: Goofy wears human clothes, drives a car, has a girlfriend. Mickey and Minnie Mouse set up housekeeping long ago. Rin-Tin-Tin finds the robbers, saves the family from a burning home, and attacks all the right people. Fairy tales abound with animals that have human traits. Pet-food commercials are filled with animals that talk, dance, sing, open beer bottles, and generally behave like humans. To a child, the dog is a buddy, another child. Children think of dogs as other people.

An excellent illustrated book by Maurice Sendak and Matthew Margolis, *Some Swell Pup*, is a children's story that attempts to portray realistically what is involved in purchasing and raising a puppy. This is a good book to read with your children if you plan to bring a puppy into the home. From early childhood, try to balance anthropomorphic thinking in your child by providing him or her with realistic stories about dogs and other animals. If your family has not as yet acquired a dog, make a visit with your child to a local dog shelter to expose him or her to interaction with a dog, the variety of breeds, and to the problems of the pet population. If there is an obedience class in your area, why not take your child to it and watch together from the sidelines?

Once a family obtains a dog, parents have the responsibility of teaching their children never to tease her. Unfortunately, teasing is an occupation many children thrive on: it relieves boredom at the same time as it entertains. Children are often unaware of the effects of poking a dog, pulling tails and ears, and running and screaming around a dog. They can easily miss signs the dog is giving that an aggressive response is in the offing. Before you know it, an unfortunate experience can occur. This is your lookout as a parent.

Not surprisingly, the most important thing you can do to teach your children how to act toward a dog is setting a good example. Over

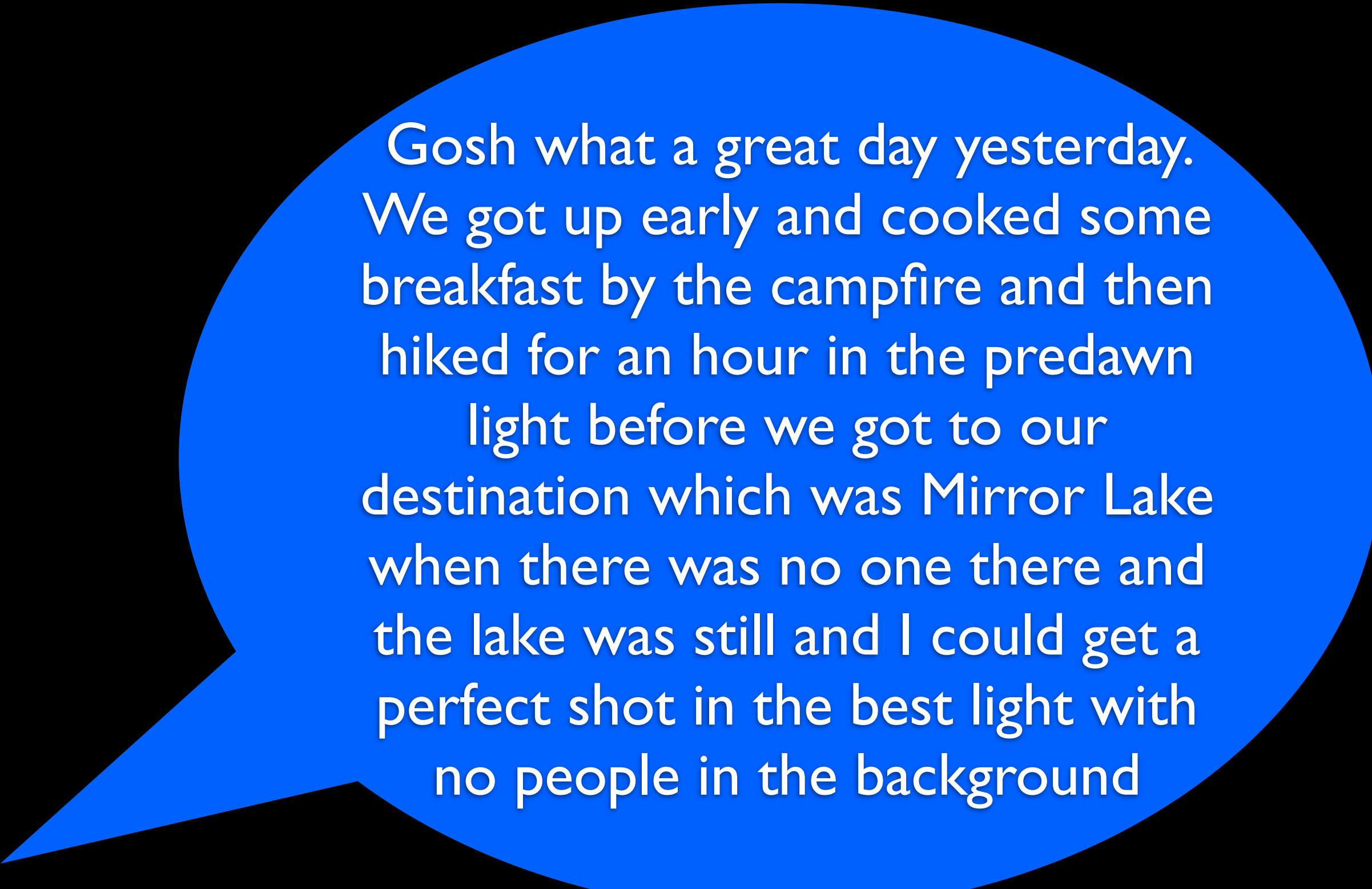
the years in our work, we have seen that children tend to mimic the behavior of their parents toward the dog. If you treat your dog with consideration and respect, your child will see and tend to imitate that attitude. Children have fertile imaginations. By encouraging them to look at things from the dog's perspective, parents can help guide their kids into asking themselves, "Would I want to be treated in such a way?" Additionally, including children in the ordinary chores involved with caring for the dog helps cement the bond of friendship in a way that makes it more difficult for the child to tease and abuse the dog.

What about if you don't have a dog yet? A time-honored technique to help younger children learn how to interact with a puppy is to have them practice with a dog doll first (i.e., teaching them how to pet). We prefer encouraging parents to expose their children beforehand to real-life situations with trustworthy dogs and pups. These can often be arranged with friends and neighbors and have the virtue of preparing children for life with a pet by providing them with hands-on experience. This is a good idea even if you don't want a dog in the near future, for your child will inevitably encounter dogs while playing at friends' houses. Over the years we have noticed that some parents can be overly protective of their children, screening them from contact with dogs for all sorts of reasons. Yet children not exposed to dogs early in their lives in a controlled and natural way can very easily become fearful or act in ways that invite aggressive responses from a dog. We advise parents in general to teach their children proper manners around a dog whether or not their family has a dog. Here are some basic guidelines we have found helpful:

1. Never approach a dog while he is eating. Dogs instinctively protect their food, and little children who approach them at this time may provoke an aggressive response. It is also a good idea for you as an adult to desensitize your dog to protective behavior around food. This means using a progressive series of behavior-modification exercises grounded in feeding him out of your hand. But it is also wise to think preventatively. Especially when there are small children around, don't invite trouble. Have the dog eat his meal in his den or in a quiet spot.

2. Never approach a strange dog who is not on leash with her owner. Despite the fact that some dogs may appear to be friendly at first, dogs are capable of a quick, aggressive response if a child

Our mind is
not a book



Gosh what a great day yesterday.
We got up early and cooked some
breakfast by the campfire and then
hiked for an hour in the predawn
light before we got to our
destination which was Mirror Lake
when there was no one there and
the lake was still and I could get a
perfect shot in the best light with
no people in the background



Pictures



Can define your message

Framing your message



AMERICANS FOR TAX REFORM

United States House of Representatives candidates

Taxpayer Protection Pledge

I, _____, pledge to the taxpayers of the _____ district
of the state of _____, and to the American people that I will

ONE, oppose any and all efforts to increase the marginal income
rates for individuals and/or businesses; and
TWO, oppose any net reduction or elimination of deductions and
credits, unless matched dollar for dollar by further reducing tax

Secure Our Future Invest in Ohio

- \$100 million to restore 1,000 police and 675 firefighters to neighborhoods.
- \$121 million to let Ohio schools rehire 1,570 teachers.
- \$26 million to cut Ohio's high infant mortality rates.
- \$20 million to provide adequate adult protective services.
- \$50 million a year to meet local needs for food and nutrition aid.

Tells your story the way you want it to be told

Pictures Impart
Values

Drink some water!

MOMS
clean air
FORCE

FIGHTING FOR
OUR KIDS' HEALTH



**BILLIONS OF LITRES OF POLLUTION ARE
FLUSHED INTO OUR OCEANS EVERY DAY.**

HELP US TURN THE TIDE
www.surfrider.org.au/drain

facebook.com/pages/Surfrider-Chemical-Surfer/34730300003


**Surfrider
Foundation.**

He's one more reason air standards matter.

Big polluters and their allies can't ignore the facts: more pollution from power plants means more childhood asthma attacks. Mercury, arsenic, dioxin and other deadly toxics threaten the air we breathe and the health of our children. There's technology that makes the air cleaner, but too many plants don't use it.

We can't wait—EPA must update power plant standards to protect our kids.



American Academy
of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™



Asthma and Allergy
Foundation of America

 **AMERICAN
LUNG
ASSOCIATION.**


ANA
AMERICAN NURSES
ASSOCIATION



American
Public Health
Association



We help the world breathe™
PREVENTION • CRITICAL CARE • RESEARCH

HealthCare

Without Harm

PSR
PROMOTING FOR
SOCIAL
RESPONSIBILITY


 **Trust for
America's Health**
WWW.HEALTHYAMERICA.ORG



A single
can of dissolvent
pollute millions
of litres of water.



A close-up, low-angle shot of a chrome faucet. The water stream is replaced by a glowing, translucent fetus in a curled position, symbolizing the impact of water scarcity on future generations. The background is a deep blue gradient.

SAVE WATER NOW
FOR THE NEXT GENERATIONS



Fecal coliform bacteria machine




The ingredients of dog waste are harmful to children.

**Scoop the poop, bag it,
and place it in the trash**

Clean yards. Clean streams. (And clean shoes!)

**101 REASONS TO PICK UP PET WASTE:
NUMBER 7**


National Council on
Solid Waste Management
www.nacswm.org



Freedom

Patriotism



Self-Reliance

Independence

Fear

Freedom

Insecurity

Know
your
audience



Be consistent with your
audience values

Values

Belonging

Respect

Self-reliance

Strength

Freedom

Safety

Community

Fairness

Defense

Sovereignty

Family

Children

Retribution

Independence

Patriotism

Authority

Trust

Faith

Opportunity

Frame with
visual values
that tell your
story

A tale of two
videos

And now something for
the children...



How Do You
Structure Your
Message?

A Tale of Two Messages



THERE'S NO SUBSTITUTE FOR WATER.

YOUR WATER SYSTEM IS OUR PRIORITY.

Our aging water system requires major improvements to keep it running smoothly. The City of Regina will need to invest \$2 billion in our water, wastewater and drainage system so we can maintain our city's quality of life.

You can't live without water. We're making sure it's always there. To learn more, visit Regina.ca

Regina.ca

City of Regina





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Regina.ca

City of Regina



YOUR WATER SYSTEM IS OUR PRIORITY

This is my water system

Message: **Our** aging water system requires major improvements to keep it running smoothly. We will **invest** \$2 billion in our water, wastewater and drainage system so we can maintain our city's **quality of life.**

We share the challenge together

We are investing in our quality of life

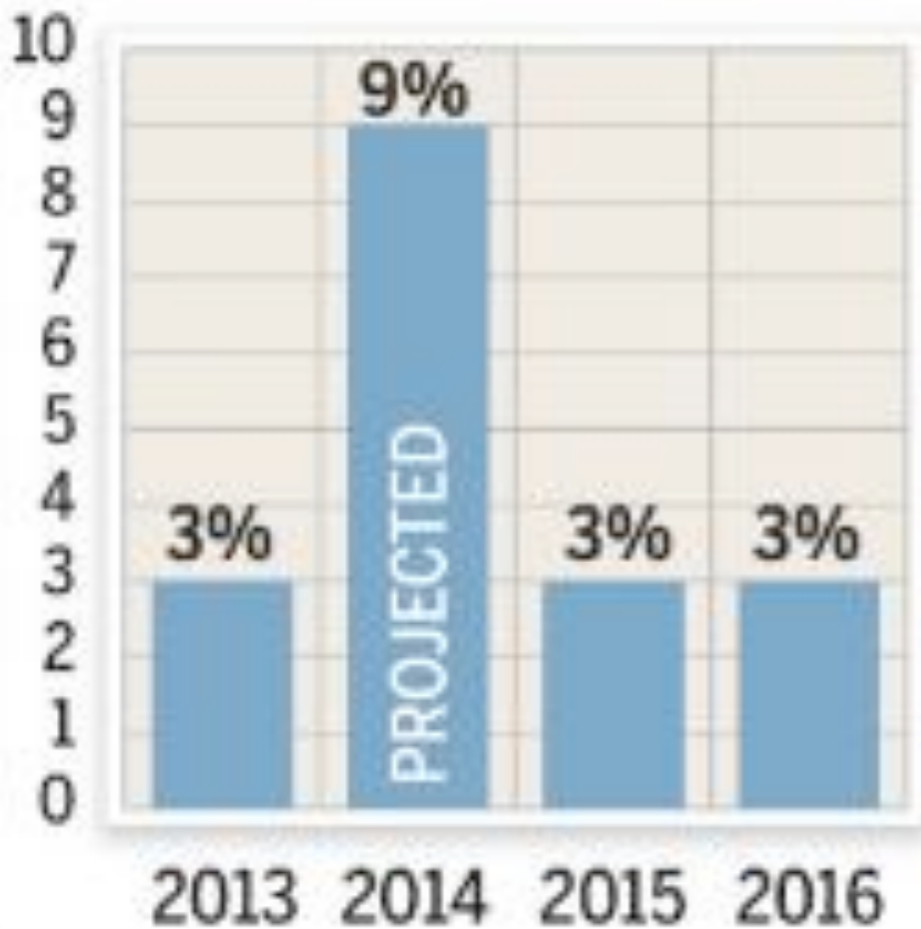
We are ensuring our safe future

You can't live without water.

We're making sure it's always there.

Rate increases coming

Milwaukee Water Works will request rate increases to pay for replacing mains and to offset a loss of revenue from declining sales.



Source: City Budget Office Journal Sentinel

Milwaukee Water Works

will request a rate increase to pay for replacing mains

and to offset a loss of revenue from declining sales.

THEY

want me to pay 18% more!

Because THEY lost revenue!

3 STEPS

(RE)FRAME THE PROBLEM

FLIP THE SOLUTION

GENERATE POSITIVE ACTION

Problem/Solution/Action

Troy Library

The Troy Library
needs money



Vote to Close the
Library & Attend
the Book Burning



A Vote Against
the Library is Like
a Vote to Burn
Books -
Vote YES!

Problem

Solution

Action

Tea Party


The Troy Library
wants to take
your money



Don't let them
raise your taxes!



Vote NO! on a
tax increase for
the Troy Library



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Regina.ca

City of Regina



What is the
Problem really
about?



```
graph LR; A[What is the Problem really about?] --- B([The City has an aging system.]); A --- C([There is no substitute for water.])
```

The City has an aging system.

There is no substitute for water.

What is
the
Solution
to that
problem?

The City has to pay \$2 billion for the upkeep of its water system.

You can't live without water - we're making sure it's always there. (Your Water System is our priority.)

What
Action
are you
asking
them to
take?

The City will have to pay \$2 billion for the upgrades.

Invest in our future so we can maintain our quality of life.

Control the Debate:

Define Your

Problem

Solution

Action



Are your water bills
drowning you?

Our **water bills have skyrocketed** since last July! The new arbitrary billing scheme which is punishing our residents charges people monthly **penalties of up to 700%**. People most. Do we want our yards to consist of just sand and This battle can't be won alone. We must bring the full dictating our quality of life!

I will lead the **fight** to reduce water

We must bring the full power of our city to stop the water districts from dictating our quality of life



Andrew Blount for Laguna Hills City Council



www.BlountForLagunaHills.com

Paid for by Andrew Blount for Laguna Hills 2012 • Campaign ID# 1346392

AND FINALLY

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT



THERE'S NO SUBSTITUTE FOR WATER.

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You can't live without water. We're making sure it's always there. To learn more, visit Regina.ca

Regina.ca | City of Regina | **REGINA**
Infinite Horizons




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Regina.ca | City of Regina | **REGINA**
Infinite Horizons



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Regina.ca | City of Regina | **REGINA**
Infinite Horizons

Denver 2006-2013





BROKEN SPRINKLER'S WASTE WATER

USE ONLY WHAT YOU NEED.  DENVER WATER



human



cow



grass

**USE ONLY
WHAT YOU
NEED.**

D DENVER WATER

Grass is dumb. Water 2 minutes less. Your lawn won't notice.

DID A V JAN 28

Anthony's
PIZZA & PASTA

**WHY TRASH AN OLD BILLBOARD WHEN
YOU CAN REUSE IT? WASTE IS OUT.**

**USE ONLY
WHAT YOU
NEED.**

 DENVER WATER

PJDAY.ORG



**How much water
you give your lawn.**

**How much
it really needs.**

USE ONLY WHAT YOU NEED.  [water.org](#)



WATER LESS.

USE ONLY
WHAT YOU
NEED.™

D DENVER WATER





One last message.....



Sukle Advertising & Design
Denver Water Campaign 2007

YOUR TASK

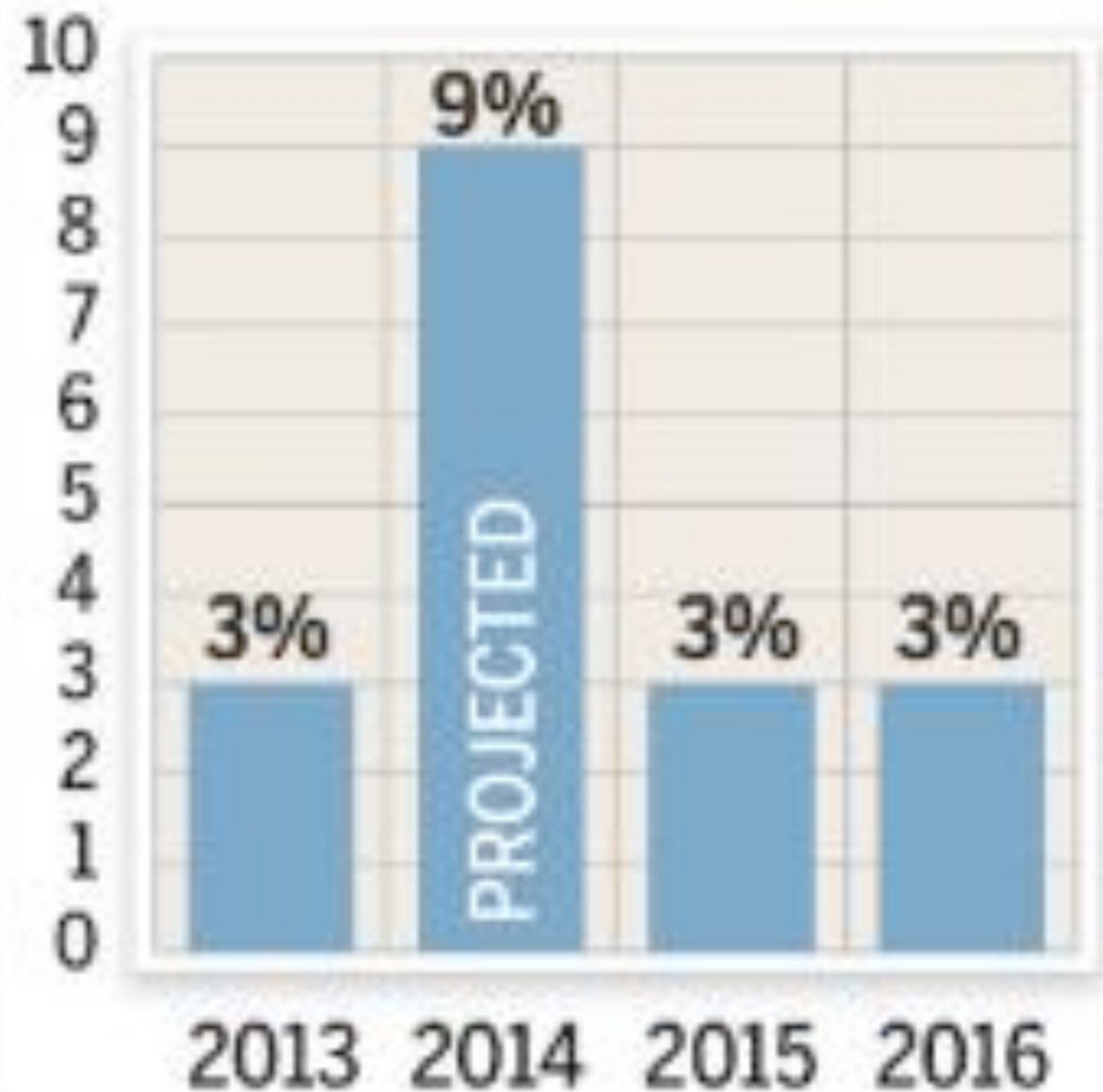
Give Milwaukee a
better message

Break into groups of
two

Problem - Solution - Action

Rate increases coming

Milwaukee Water Works will request rate increases to pay for replacing mains and to offset a loss of revenue from declining sales.



Source: City Budget Office Journal Sentinel

Problem

Milwaukee needs
to replace mains
and offset loss of
revenue

Problem?

Solution

Rate increases
are coming

Solution?

Action

You are going to
pay 18% more
for water over
the next 4 years

Action?