WORDS TO WIN OUR FUTURE
Event Resource Guide
6/10/2022

The following links/resources are grouped into four categories.

1. Summary of Race-Class Narrative messaging framework
2. Deeper dive into Race-Class Narrative messaging.
3. Key points and tips for using Race-Class Narrative messaging

Please refer to these resources to make the most of your Race-Class journey.

1. PRIOR TO THE EVENT ON JUNE 22nd, ENJOY LISTENING TO/READING THIS

Can Democrats Turn Their 2022 Around?
Podcast: https://www.nytimes.com/2022/04/19/opinion/ezra-klein-podcast-anat-shenker-osorio-sean-mcelwee.html
Transcript: https://www.nytimes.com/2022/04/19/podcasts/transcript-ezra-klein-interviews-anat-shenker-osorio-sean-mcelwee.html

In this interview with Ezra Klein, Anat Shenker Osorio and Sean McElwee discuss the changes Democrats need to make in their messaging approach to ensure victory in 2022. Part of that messaging is related to making sure that Democratic voters understand that they have agency and that their superpower is voting (and getting others to vote.)

2. NEW TO RACE-CLASS NARRATIVE (RCN) MESSAGING? START HERE!

Race-Class Academy
(https://race-class-academy.com/)
The Race-Class Academy is a series of 12 short videos organized into four levels. It is narrated by Ian Haney-Lopez and walks us through the concept of the Race-Class Narrative and why it works. Each video is accompanied by 1-2 page Study Guides that help to cement the core messages.

RCN Memo
(https://docs.google.com/document/d/1AALVvzLlj1v69bplTtTcqMJWj1LWwoJqQLTGYfUeGH4/edit)
An overview document that explains the basics of RCN with an explanation of WHY it works and WHERE it has worked.

3. WANT TO TAKE A DEEP DIVE INTO RACE-CLASS NARRATIVE MESSAGING? HERE ARE RESOURCES YOU'LL FIND USEFUL.

The "Words to Win By" podcast
(https://wordstowinby-pod.com/)
Anat Shenker Osorio's two-season podcast that talks about RCN and ways that it has been implemented in effective campaigns of all types across the globe.

Communicating Race-Class
(https://vimeo.com/284705635)
This 50-minute video is a presentation given in Australia in 2019 by Anat Shenker-Osorio. It gives an overview of using Race-Class Narrative messaging in a fun, engaging way.

Using the Race-Class Narrative to talk about workers
(https://vimeo.com/127576643)
This 42-minute video is of a presentation given in Australia in 2015 by Anat Shenker-Osorio. It gives an overview of using Race-Class Narrative to talk about workers and the work they do. It is a very helpful guide to using this approach to talk about many of the specific issues we are focusing on.

We Make the Future Messaging Guide
(https://www.wemakethefuture.us/resources-docs/we-make-the-future-messaging-guide)
[We Make the Future](#) is the national group leading the way on using Race-Class Narrative messaging. Their handbook gives an in-depth look at using Race-Class Narrative messaging for some of the most pressing issues we confront today.

Focus especially on the first 13 pages. There is also messaging guidance on a wide array of specific issues that you can use to guide your communication.

Other messaging guides on a broad array of specific issues are available here:
https://www.wemakethefuture.us/resources#messaging

Strategic Messaging
(https://www.resistanceschool.com/course/shifting-public-opinion-through-strategic-messaging-and-metaphors/)
This series of short video segments is from a longer course from the Resistance School. The course was taught by Anat Shenker-Osorio and teaches the basics of messaging, the core concepts that inform the Race-Class Narrative approach.

4. KEY POINTS ABOUT USING RACE-CLASS NARRATIVE MESSAGING

- Your message is useful only if it spreads.

- Use an active voice. "Corporate owners are cutting wages" instead of "Wages are falling", for example. Make it clear *who is doing something*. In other words, who did what should be plainly stated. A common mistake people often make is to use the passive voice. PRO TIP: This often has a side benefit of making your sentences shorter.

- Talk about the services people provide to us ("the people who care for us when we are sick", "the people who cook and serve our food") rather than simply calling them "workers". At the very least, refer to them as "working people." Data tells us this makes a *huge* difference.

- Talk about what the policy DOES, not what it IS. A common mistake is to "take your policy out in public."

- Reclaim "family" and "freedom". This can be done for nearly all issues.

- Be aspirational in your messaging and show people what's possible. Make popular what needs to be said/heard. We aren't taking the temperature, we're changing it. Don't "meet people where they are" with your message. REMEMBER: "Where we are" is typically a place we do not want to be.

- Adding the racial element should be deliberate. In other words, move from "either/or" & "both/and" to a message that intertwines the two. Messaging using both race and class cannot be "dependent clause" messaging. "No matter how much you get paid or what race you identify with, wealthy special interests are working to [*fill in the villainous thing*] by dividing us and keeping us fighting amongst ourselves" instead of "Powerful elites are working to [*fill in the villainous thing doing*], and that impacts African Americans more than anyone else."

- Your message should be persuasive to your base as well as so-called "persuadables". It should NOT be persuasive to your opponents. It should turn them off, preferably without triggering an aggressive response.

- Positive, affirmational messages about what can be are more impactful than negating-type messages that accuse the opposition. In other words, say what you are FOR, not what you are AGAINST. What you fight, you feed.

- Talking about our opposition's efforts to divide & conquer and their shaming & blaming of people of color as well as narrating their scapegoating are far more effective than explicit accusations of racism.

- The three core elements of the RCN are:
  - Cross-racial solidarity
  - Shared prosperity and racial justice
  - Government for all

- Invoking past successes can make your message stronger.