

December 15, 2010

The following have been suggested as words, phrases, or concepts that might prompt associations in our minds as we work toward a basic list of progressive values—a short, MEMORABLE “sidewalk” message.

During our continuing enhancement of this list, we’ll combine words/phrases into categories, to begin condensing.

Words like “unions” in square brackets [ ] are expressions of (or policy proposals that grow out of) more basic concepts, in this case “working together,” “working families,” solidarity, organizing, etc.

**Please send me YOUR ideas for this list, at [gdaavidrobinson@gmail.com](mailto:gdaavidrobinson@gmail.com).**

choice	honesty	resilience
community	honor	safety net
compassion	It's the economy....	security
cooperation	justice	service
Cooperation	leave it better than you found it	steady state
core values	liberal (?)	stewardship
dedication	life affirming	sustainable
democracy	local community	synergistic
diversity	local economy	transition
empathy	local energy	trust
equality	local food	truth
equity	nature	unity
ethical	of the people	universal
fair	openness	vision
forward thinking	opportunity	working
freedom	options	works
future	partnership	[accepting change and preparing for it]
Golden Rule	progress(ive)	[appreciation of nature and caring for our planet]
green	prosperity	[balance work & life]
hand up	protection	[education]
holistic		

[environment]	[investing in America and it's future]	[striving for knowledge and higher education]
[fostering new ideas and innovation]	[job training]	[support caregivers]
[health care]	[jobs]	[tax fairly]
[helping others, which gives meaning to life]	[marriage]	[unemployment]
[home ownership]	[minimum wage]	[unions]
[ideas for young]	[poverty]	[working to fix problems]
[immigration]	[protect health]	
	[protect vulnerable]	

“Real Family Values: Nine Progressive Policies to Support Our Families.” By Sarah van Gelder | YES! Magazine | Op-Ed, Monday 25 October 2010  
<http://www.truth-out.org/real-family-values-9-progressive-policies-support-our-families65741>  
 (I've added words/phrases from this article to the list, but you may see something I missed.)

**Attached are materials from George Lakoff's *Don't Think of an Elephant*. It shows, on the first page, his idea of the relationship between progressive values, principles, and policies. On the second page is Lakoff's suggestion for what WE'RE looking for—a compact list of progressive values.**

Here is *American Prospect's* idea of POLICIES on a “progressive agenda,” covered in more detail in the referenced link after the list. As in the Lakoff chart attached, these must be boiled down to the values that underlie them. (*This is why coming up with a SMALL set of values that underlie all this passion is so difficult. What few values do these have in common?*)

1. Prevent the next financial crash by regulating big banks.
2. Keep the internet open with net neutrality.
3. Withdraw from Iraq and move toward ending the Afghanistan War.
4. Ensure health insurance for all—with a mandate and a public option.
5. Reduce and secure nuclear weapons.
6. Slow climate change by pricing carbon and reducing emissions.
7. Raise taxes on the rich, cut taxes for working families.
8. Reform immigration laws, providing a path to citizenship.
9. Invest in education and school improvement.
10. Secure reproductive rights.
11. Repeal policies that discriminate against gay Americans.
12. End torture.
13. Reform lobbying, campaign-finance, and open-records laws.
14. Repeal policies that violate civil liberties.

*American Prospect* lists additional policies on which no progress has been made:

1. The Employee Free Choice Act
2. Closing Guantanamo.

3. A real boost for the economy.

"The Progressive Agenda Scorecard." American Prospect. December 6, 2010

[http://prospect.org/cs/articles?article=progressive\\_agenda\\_scorecard](http://prospect.org/cs/articles?article=progressive_agenda_scorecard)

**Some good notes from Claudia Collier:**

**Skip down and watch Senator Kerry . . . he as some good MESSAGING phrases. . .**

**"invest in America" "cannot cut our way to prosperity" GOP "holding America hostage"**

<http://www.msnbc.msn.com/id/3032608/>

The key words here that bring emotional and "gut reactions" to listeners is "invest" (positive) "cut" (negative, even tho the Tea Party wants to change the meaning of this word) "hostage" (manipulative and negative)

Another one I noticed had some good phrases that he used over and over was Rep. Xavier Becerra from California . . . he was on the deficit commission and was interviewed on C-Span a few days ago. He used the word "partying" in reference to the GOP and the rich over the past decade . . . and to me this word infers things like "frivolous, reckless and disregard."

<http://www.c-spanvideo.org/program/DebtCommiss>

Hopefully, the DNC will be watching how these phrases resonate and start coordinating and using the same message over and over in the next year, even as these legislators are "FORCED" to compromise on their voting. It needs to be a bit more positive, but at the same time illuminate the GOP contradictions by tapping into emotional, patriotic triggers.

We can all help by keeping track of how we FEEL and REACT at a gut level when we hear certain messages from some of our more talented progressive representatives.

From George Lakoff, *Don't Think of an Elephant*:

“The basic progressive vision is of community — of America as family, a caring, responsible family. We envision an America where people care about each other, not just themselves, and act responsibly with strength and effectiveness for each other.”

Progressive Values	Progressive Principles	Policy Directions
<p><b>Protection, fulfillment in life, fairness</b></p> <ul style="list-style-type: none"> <li>When you <i>care about</i> someone, you want them to be <i>protected from harm</i>, you want their dreams to come true, and you want them to be <i>treated fairly</i>.</li> </ul> <p><b>Freedom, opportunity, prosperity</b></p> <ul style="list-style-type: none"> <li>There is no <i>fulfillment</i> without <i>freedom</i>, no <i>freedom</i> without <i>opportunity</i>, and no <i>opportunity</i> without <i>prosperity</i>.</li> </ul> <p><b>Community, service, cooperation</b></p> <ul style="list-style-type: none"> <li>Children are shaped by their <i>communities</i>. Responsibility requires <i>servng</i> and helping to shape your community. That requires <i>cooperation</i>.</li> </ul> <p><b>Trust, honesty, open communication</b></p> <ul style="list-style-type: none"> <li>There is no <i>cooperation</i> without <i>trust</i>, no <i>trust</i> without <i>honesty</i>, and no <i>cooperation</i> without <i>open communication</i>.</li> </ul>	<p><b>Equity</b></p> <ul style="list-style-type: none"> <li>What citizens and the nation owe to each other. If you work hard; play by the rules; and serve your family, community, and nation, then the nation should provide a decent standard of living, as well as freedom, security, and opportunity.</li> </ul> <p><b>Equality</b></p> <ul style="list-style-type: none"> <li>Do everything possible to guarantee political equality and avoid imbalances of political power.</li> </ul> <p><b>Democracy</b></p> <ul style="list-style-type: none"> <li>Maximize citizen participation; minimize concentrations of political, corporate, and media power. Maximize journalistic standards. Establish publicly financed elections. Invest in public education. Bring corporations under stakeholder control, not just stockholder control.</li> </ul> <p><b>Government for a better future</b></p> <ul style="list-style-type: none"> <li>Government does what America's future requires and what the private sector cannot do—or is not doing—effectively, ethically, or at all. It is the job of government to promote and, if possible, provide sufficient protection, greater democracy, more freedom, a better environment, broader prosperity, better health, greater fulfillment in life, less violence, and the building and maintaining of public infrastructure.</li> </ul> <p><b>Ethical business</b></p> <ul style="list-style-type: none"> <li>Our values apply to business. In the course of making money by providing goods and services, businesses should not adversely affect the public good, as defined by the above values.</li> </ul> <p><b>Values-based foreign policy</b></p> <ul style="list-style-type: none"> <li>The same values governing domestic policy should apply to foreign policy whenever possible.</li> </ul>	<p><b>The economy</b></p> <ul style="list-style-type: none"> <li>An economy centered on innovation that creates millions of good-paying jobs and provides every American a fair opportunity to prosper.</li> </ul> <p><b>Security</b></p> <ul style="list-style-type: none"> <li>Through military strength, strong diplomatic alliances, and wise foreign and domestic policy, every American will be safeguarded at home, and America's role in the world will be strengthened by helping people around the world live better lives.</li> </ul> <p><b>Health</b></p> <ul style="list-style-type: none"> <li>Every American should have access to a state-of-the-art, affordable health care system.</li> </ul> <p><b>Education</b></p> <ul style="list-style-type: none"> <li>A vibrant, well-funded, and expanding public education system, with the highest standards for every child and school, where teachers nurture children's minds and often the children themselves, and where children are taught the truth about their nation—its wonders and its blemishes.</li> </ul> <p><b>Early childhood</b></p> <ul style="list-style-type: none"> <li>Every child's brain is shaped crucially by early experiences. We support high-quality early childhood education.</li> </ul> <p><b>Environment</b></p> <ul style="list-style-type: none"> <li>A clean, healthy, and safe environment for ourselves and our children: water you can drink and air you can breathe. Polluters pay for the damage they cause.</li> </ul> <p><b>Nature</b></p> <ul style="list-style-type: none"> <li>The natural wonders of our country are to be preserved for future generations.</li> </ul> <p><b>Energy</b></p> <ul style="list-style-type: none"> <li>We need to make a major investment in renewable energy, for the sake of millions of jobs that pay well, independence from Middle Eastern oil, improvements in public health, preservation of our environment, and the effort to halt global warning.</li> </ul> <p><b>Openness</b></p> <ul style="list-style-type: none"> <li>An open, efficient, and fair government that tells the truth to our citizens and earns the trust of every American.</li> </ul> <p><b>Equal rights</b></p> <ul style="list-style-type: none"> <li>We support equal rights in every area involving race, ethnicity, gender, and sexual orientation.</li> </ul> <p><b>Protections</b></p> <ul style="list-style-type: none"> <li>We support keeping and extending protections for consumers, workers, retirees, and investors.</li> </ul>

Ten-Word Philosophy: Progressives	Ten-Word Philosophy: Conservatives
<p><b>Stronger America</b></p> <ul style="list-style-type: none"> <li>A <b>stronger America</b> is not just about defense, but about every dimension of strength: our effectiveness in the world, our economy, our educational system, our health care system, our families, our communities, our environment, and so forth.</li> </ul>	Strong Defense
<p><b>Broad Prosperity</b></p> <ul style="list-style-type: none"> <li><b>Broad prosperity</b> is the effect that markets are supposed to bring about. But all markets are constructed for someone's benefit; no markets are completely free. Markets should be constructed for the broadest possible prosperity, and they haven't been.</li> </ul>	Free Markets
<p><b>Better Future</b></p> <ul style="list-style-type: none"> <li>Americans want and deserve a <b>better future</b> — economically, educationally, environmentally, and in all other areas of life — for themselves and their children. Lowering taxes, primarily for the super-rich elite, has had the effect of defunding programs that would make a better future possible in all these areas. The proper goal is a better future for all Americans.</li> </ul>	Lower Taxes
<p><b>Effective Government</b></p> <ul style="list-style-type: none"> <li>Smaller government is, in conservative propaganda, supposed to eliminate waste. It is really about eliminating social programs. <b>Effective government</b> is what we need out government to accomplish to create a better future.</li> </ul>	Smaller Government
<p><b>Mutual Responsibility</b></p> <ul style="list-style-type: none"> <li>Conservative family values are those of a strict father family — authoritarian, hierarchical, every man for himself, based around discipline and punishment. Progressives live by the best values of both families and communities: <b>mutual responsibility</b>, which is authoritative, equal, two-way, and based around caring, responsibility (both individual and social), and strength.</li> </ul>	Family Values