

The LEAF Method for Framing



- ❖ **L**isten and Be Aware
- ❖ **E**xpress Your Values
- ❖ **A**ssess The Audience Viewpoints
- ❖ **F**rame for the Future

Liberal Worldview (Caring Family Metaphor)	Conservative Worldview (Father Knows Best Family Metaphor)
Both parents care	Father is the authority
Morality in Empathy	Morality in Authority
All people have value	Some people are more valuable
Care for community, world	Care for your own
Responsible for self and others	Responsible for self
Obedience follows respect	Obedience follows hierarchy
Government protects / empowers	Government supports free market
The government is us	The government is the problem

Liberal Values	Conservative Values
Empathy	Authority
Protection	Free Market
Empowerment	Obedience
Community	Individualism

To Learn More ...

Lakoff, George. *The All New Don't Think of an Elephant!: Know Your Values and Frame the Debate.* 2014

Luntz, Frank. *Words that work : it's not what you say, it's what people hear.* 2007

The Framelab Podcast [podcast] (George Lakoff, Gil Duran). <https://framelab.us/podcast/>

The Brainwashing of My Dad [film, Netflix] (Jen Senko). 2015 <http://www.thebrainwashingofmydad.com/streaming-services>

Enbridge Line 5 Pipeline Memo and Script

Memo

Hi Susan,

I'm passing along a heads up from Oil & Water Don't Mix's Bill Latka that a bill is soon to be introduced in the MI House to support building a Line 5 Tunnel. No number has yet been assigned but Bill suggests doing a bit of preemptive lobbying to the enclosed list of Democrats (!) who may be tempted to vote in favor of the bill. Bill has informed us that we can only afford to lose 14 Democrats on this vote or the bill will pass, tempting the Governor to abandon her support for shutting down Line 5.

Up here in the First Congressional District, over 200,000 water tourism jobs would be lost if the line breaks, not to mention loss of property values, pollution of drinking water, harm to fish and wildlife and our beautiful beaches and much more.

So, we would appreciate it if you could post this on your Facebook page to encourage people to take up the cause. Everyone downstate would be hurt too. Check out FLOW's assessment of damages and costs here: <https://flowforwater.org/line5/>. I know it's not like we don't have enough to do, but this issue is very important. We are up against a huge foreign fossil fuel company, Enbridge, which has tons of money and doesn't care what happens to Michigan if that aging pipeline bursts.

Thanks So Much

Molly

Call Script

“A tunnel is not a solution to the Line 5 pipeline’s daily threat to the Great Lakes and 400 other water bodies it crosses. Enbridge cannot be trusted in Michigan (the 2010 Kalamazoo river spill, and Line 5 has already spilled 33 times and 1.1 million gallons). Any support for an oil tunnel is support for keeping Line 5 open. VOTE NO on a tunnel.”