MAKING THE CASE FOR RACIAL EQUALITY

A HANDY GUIDE TO FRAMING

1. BE CLEAR ABOUT YOUR GOALS
   - Know who you are trying to reach and influence; and what do you want them to do.

2. APPEAL TO ‘PUBLIC SPIRITED’ VALUES
   - Engage those collective values that matter to people, such as responsibility for one another and show how action on race equality align with those values.

3. DON’T APPEAL (PRIMARILY) TO ‘SELF-INTEREST’
   - Don’t rely on arguments that actions for race equality are good for those taking that action. For example, advocating ‘diverse’ workforces mainly on the basis that profits increase can perpetuate a ‘what’s in it for me’ culture rather than a principled attachment to equality.

4. CAUTION WITH ‘MYTH-BUSTING’
   - Trying to refute opposition claims (e.g. race inequality isn’t significant) can end up reinforcing their points! You can engage but try avoid getting dragged onto their topic.

5. TAKE CARE WITH ‘CRISIS’ TALK
   - The language of crisis can grab attention but it can also reinforce the view that progress is impossible and audiences can end up tuning out.

6. TALK STRUCTURE
   - Present race inequality as a structural problem caused by prevailing ideas and institutional practices and show that the answer is to redesign structures to promote equality.

7. EMPHASISE COLLECTIVE PROGRESS
   - Show how action on race equality is a means to a decent life for all.

8. TEST MESSAGES
   - Don’t assume audiences will respond to your message in ways you intend: test responses if you can.

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