

Changing the Frames in Conversations.

Example 1 – Inclusionary housing vs. the free market

Representative of the Building Industry

The problem with inclusionary housing is that it is big government interfering with the free market capitalism. The answer is not more regulations but less. It is another example of big government interfering with the system that made this country great. If builders were unfettered from silly local restrictions like inclusionary housing, the efficiencies of the free market would not be hamstrung and would produce many many more homes. Enough for everyone. Why should a middle class working family pay an additional \$10,000 – 15,000 to subsidize homes for people on welfare.

LSNC Advocate

There are times the government needs to tweak the market for the public good. The “free market” responds to **demand** and not to **need**. The builders would love to keep building second, third and fourth homes for the top 20% of the population that can afford a home,(and that is what the data shows) but that wouldn't help to create housing for the good people who work in our community, who teach in our schools, work in our hospitals, care for the elderly, or work in our supermarkets. All Californians deserve housing.

If Mr. BIA had his way much of this country would be without electric service and telephones. The only way that electricity reached Appalachia and rural America is when the government told the utility companies that they **must serve everyone**. It was not a question of market demand for in financial terms there was very little. It was a question of common decency and the values of the nation. It was not as profitable to serve the rural communities, but it made sense to Americans since the market wasn't addressing the need. In America, everyone should have housing and if the structures that produce that housing are broken, they must be fixed. The record shows that Inclusionary housing does just that.

Example 2 – Cuts in Health care programs for the poor.

Supervisor- Northern California County: We are a decent people but there are limits. It is irresponsible to write a blank check to people who don't work and ask the hard working taxpayers to pick up the tab for their real or imagined medical needs. The taxpayers have enough burdens. Yet every year all we hear from the "paid poverty advocates" is that the taxpayers should pay more and more as if there is no limit. These poverty pimps make their living by making a case that there is all of this suffering among us, but I don't see it. Do you? If things improved they would be out of a job. Cuts to medical services to the poor make sense and they should be deep and sustained. We might find then, that many of these people crying out can work just as we learned when we cut welfare.

LSNC Advocate or client: Americans (or Californians or Sacramentans) are decent and compassionate people. This is known throughout the world. Our melting pot contains people of all nationalities, races and ethnicities. We welcome all. That includes children, too young to work, people suffering from life threatening diseases, the mentally ill or our grandparents who can no longer work. They are Americans too. The expectation in this country is that people will work and save, but if they cannot or have exhausted their resources, the people of American will provide a safety net. That is our creed and these are decent patriotic American values. That is what the supervisor threatens to do away with.

The Supervisor suggests that we are paying for "imagined" health problems. The data suggests otherwise. On all fronts we are seeing an increase public health problems from the child choking from Asthma because of the neighborhood he lives in, to the widower whose loss of mental acuity is directly related to her lack of nutrition. Where is the study that says that these conditions are imagined.

It is true that the cost of health care is increasing but that is not because the patients seek more care. Ironically it is the opposite. People do not seek care until their health is threatened to the point that expensive intervention is needed. That is what the

data shows and I challenge the supervisor to show otherwise. The data also shows who is getting rich from these increased costs and it is neither the patients nor the hospitals. It is the stockholders in corporate medicine who demand high profits even when the nation suffers.

Finally, if we had tax fairness in this country and this state, we wouldn't be giving Trillions of dollars of tax cuts to the richest of the rich while saddling middle class working families with the cost. If all Americans paid their fair share, their dues to be an American, compassion would not be a financial issue.

The words on the statue of liberty, the symbol of American freedom, says

Give me your tired, your poor,
Your huddled masses yearning to breathe free,
The wretched refuse of your teeming shore.
Send these, the homeless, tempest-lost to me

We are a caring society, a welcoming society and these proposed cuts are Un American.

Example Three: A fight over frames from the Movies - From Star Wars, Episode VI,
Return of the Jedi

(Family values vs. Raw Power)

Luke: Your thoughts betray you Father. I feel the good in you, the conflict.

Darth Vader: There is no conflict

Luke: You couldn't bring yourself to kill me before, and I don't believe you'll destroy me now.

Darth Vader: You underestimate the power of the Dark Side. If you will not fight, then you will meet your destiny.