

# The Race Equity Project

A Special Project of Legal Services of Northern California

## Framing Do's and Don'ts

### Reframing Do's

- Do invoke common values that apply to all at the top of the communications, and then explain how these values are structurally derailed in minority communities.
- Do show people where systems that we all rely upon break down and specify how they might be fixed.
- Do invoke the deeply embedded American values
- Do invoke Ingenuity/Can do spirit with respect to solving tough problems.
- Do define an inclusive community
- Do remind people of our common belief in Opportunity for All and how failures of the system hurt everyone.
- Do communicate in a practical tone that emphasizes shared fate and future prosperity.
- Do control the “We” and describe your client as part of the large American family.

### Reframing Don'ts

- Cannot lead the audience to think about the issue as being about people, as opposed to being about situations.
- Don't begin by referring to the historical legacy of racism.
- Don't lodge race, racism or racial disparities at the top of the communication
- Don't focus on the triumphant individual or other mechanisms that exceptionalize.
- Don't focus on problems and disparities to the exclusion of solutions.
- Don't talk about Fairness or the historical legacy of racism
- Don't engage in a rhetorical debate about the intentionality of discrimination
- Don't use comparisons that prompt a sense of two communities