



CREATE EFFECTIVE IMPACT

Ways to change language and
break out of the echo-chamber

Presentation by Laurie Katz



LANGUAGE IS POWER!

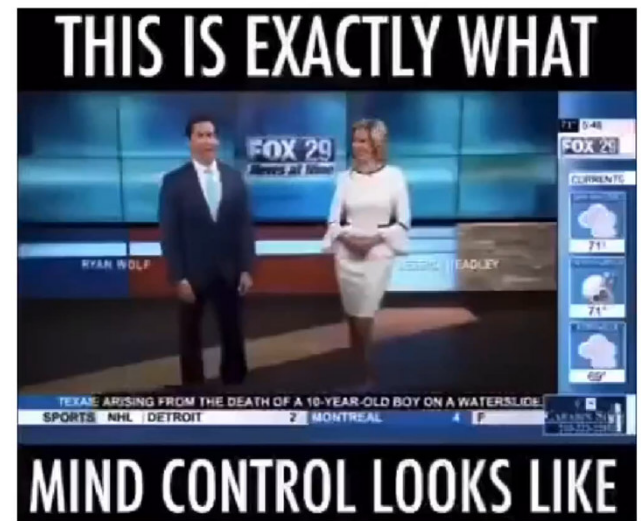
- Change Language → Change Trajectory
 - A word is not just a word, but can provoke thoughts and reactions
 - WORD is a powerful tool to accomplish your goal
 - Media and their messaging

LANGUAGE IS POWER!

- Media Example (one of many!)
- Social Media is filled with similar videos



Yikes



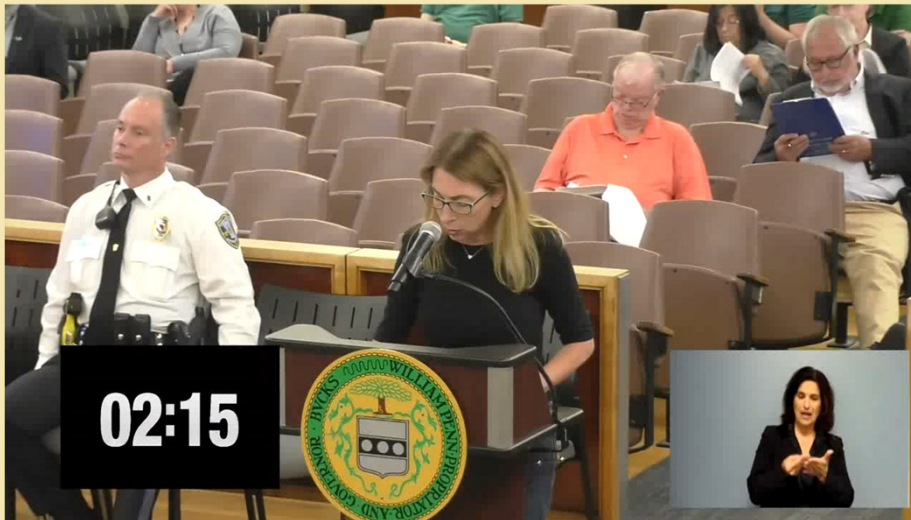
AND I'M RYAN WOLF

LANGUAGE IS POWER

STALE	NEW
Folks	Citizens or people
Election Shenanigans	Hijacked Election
Uniparty/RINO	RepubliCrat
DC	Versailles
Progressives	Regressives or Aggressives
America	'Merica – lost our "A" rating

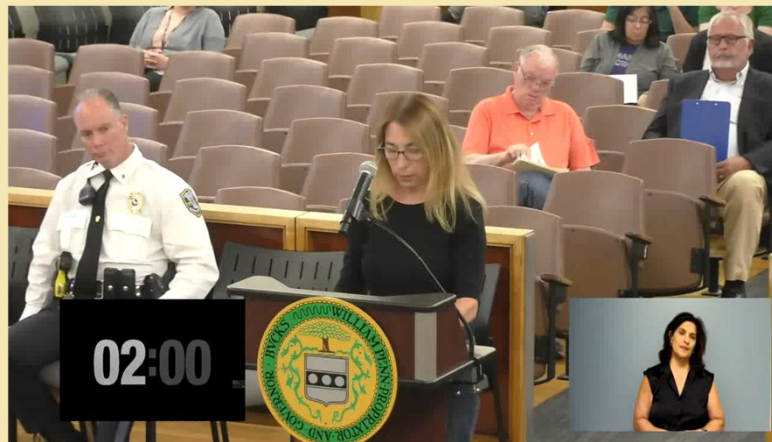
Using Their Language Against Them

- Mis/Disinformation in naming of the bills/concepts
 - i.e. Equality Act, Patriot Act
 - DEI (Diversity Equity Inclusion)

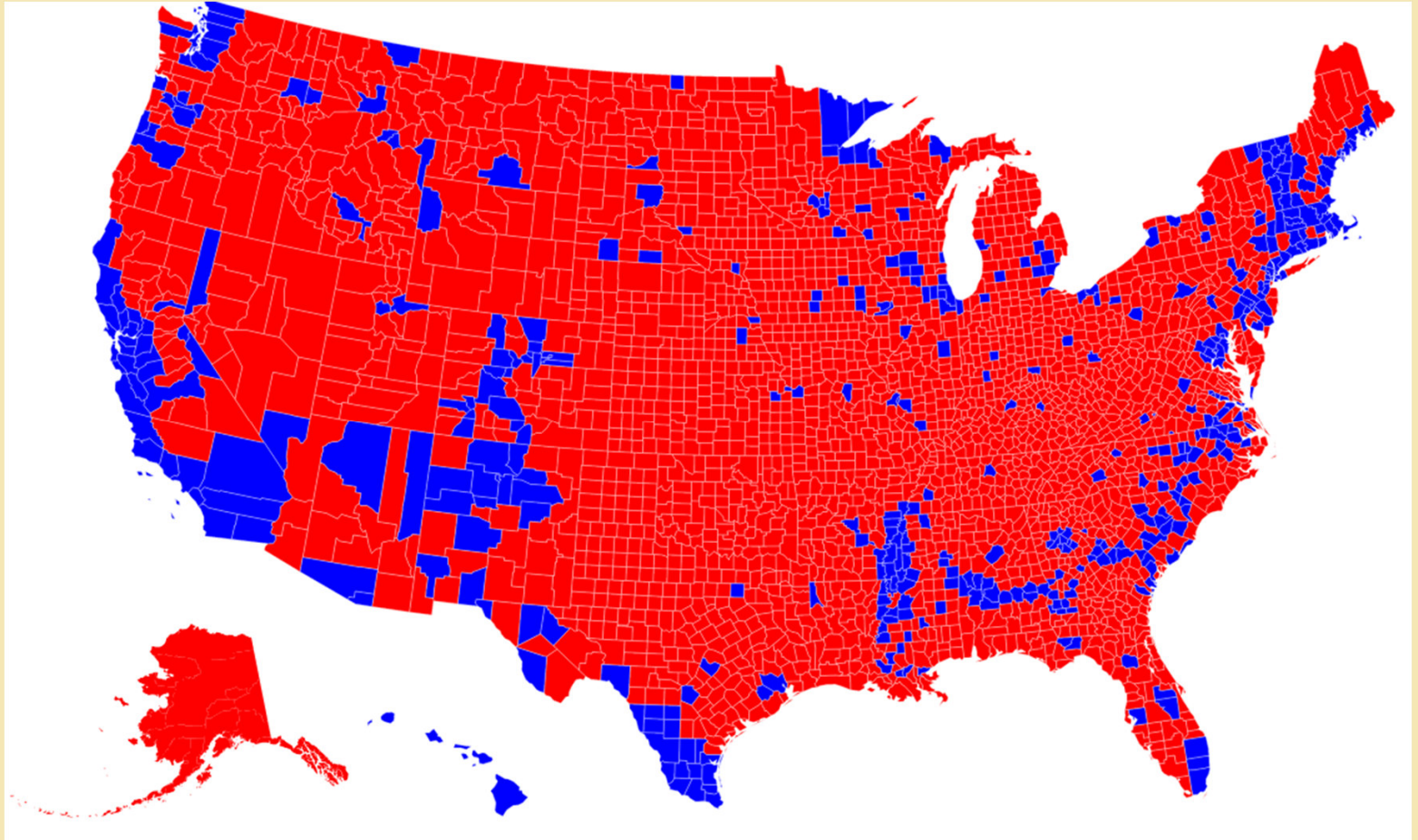


Using Their Language Against Them

- Buzzwords Sting
 - Book-Banning - Left tries to liken this to book-burning
 - Racist/white supremacist
 - Ask them to define this term and how it relates to the current topic
- Proactive vs Reactive
 - Change the terminology to shine light on deception



U.S. POLITICAL REGISTRATION BY COUNTY





CONVERSATION STARTERS

- Personal interactions become opportunities
 - Use humor and positive statements to engage
- Use our personality and knowledge base to educate and make connections
 - Examples: telephone, local shops, malls, gas stations
- Educate through information and discussion
 - Plant seeds, drop crumbs



HOW TO EXIT THE ECHO-CHAMBER (active outreach)

- Back to Basics
 - Drop Banners/Mini flyers on Windshields
 - At parking lots of malls, markets, etc.
 - Have it be informational/educational
 - Rally at News Outlet locations
 - Shed light and have our voice and message heard to get exposure
 - The Goal is to raise public awareness
 - Have an interactive message/sign that causes the public to engage
 - Example: Honk for Election Integrity

RALLY SIGNAGE IDEAS

OAN =
REAL News

Honk
To Stop
Propaganda

1. Engage the public ... Honk to Stop Propaganda/Honk for Truth
2. Inform the public ... OAN = Real News
3. A couple truths ... Report Facts, Not Lies
... Give Information, NOT Opinions
... MSM = Propaganda

Whatever venue you're rallying at, the statements need to be comparative...

Like:Like – radio:radio, TV:TV, newspaper:newspaper.

Examples: NPR : (a Podcast) The Daily Wire

CNN:OAN The Philadelphia Inquirer:The Epoch Times

DOOR KNOCKING

- Bring resources with you (i.e., Websites, brochures)
 - Suggest to them to attend commissioners' or supervisors' meetings
 - Involvement in local concerns affecting community
 - Find like-minded people to plug them into your group/tribe
- Have Strong Walking Lists*
- Non-Partisan Issues (best)
 - Examples: Community Watch, Development of Land, Water/Resource Pollution, Town Hall
- Establish Contact/Familiarity (know your goal 1st)
- Re-establish Conversations
- Losing 1st Amendment
- Know when to walk away

* I got my list of current registered voters/history @ County Board of Elections office