

Talking Points: Don't Think of an Elephant

Detroit Democracy for America Book Club

Meeting Date: January 13, 2005. Time: 7-9pm

Location: 1428 Bird, Birmingham

1. Introductions

2. Share A Brief Personal Observation About The Book

3. Is 'Framing' the Missing Ingredient for Democrats to Influence the Electorate?

4. Thoughts on the Two Family Models Described in the Book?

5. Exercise: Let's Frame a Current Issue Not Discussed in the Book. We will Attempt to "Frame" the Social Security Issue. Be Prepared to Apply What You Learned.

Here is some context: The Right is currently using a couple terms to frame this debate. In the 2004 election, Bush consistently referred to the concept of "ownership". Moving to a social security model that "you own" through your own investment choices is part of the Republican argument. You know better what to do with your money than the government. That is the frame.

Some terms thrown around include the following: "personal accounts" and "Keeping the Promise of Social Security" (this is framed around the idea that the President's plan makes Social Security solvent.)

6. Other Talking Points and Choosing the Next Book:

Some Suggestions:

- a. "What's The Matter with Kansas?" Thomas Frank
- b. "The Revolution Will Not be Televised". Joe Trippi.
- c. "America's Right Turn". Richard Viguerie.
- d. "The Republican Noise Machine". David Brock.
- e. Make a suggestion to the group.