



COMMUNICATION BOOTCAMP SERIES

Talk It Out, Part 1: Values Speak Louder Than Lies.

We begin by getting in touch with the moral core that motivates us and crafting values-centered messages that are viscerally persuasive, inarguably powerful, and leave a lasting impression.

Remember, when people feel free to believe anything, it's not a problem of facts or truth, it's a problem of values.

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Each of us holds the power to use our voice to keep the disinformation disease from spreading. If the demagogue's lies are about dumbing down, coarsening, and shallowing worldviews, our challenge is to create a connection with reality and deeper values that remind their victims of their truer more meaningful selves.

Take a few minutes to reflect on and write down answers to these questions:

What do you care about?

Why do you care?

Why does truth matter to you?

What or who inspires you?

What in history most deeply impacted you?

Fixing the Flummox Factor

It's easy to find yourself flummoxed when you are confronted with outlandish disinformation.

The 27-9-3 exercise helps us to have a values-centered message at the ready that has visceral moral power.

The idea is to craft a short, pithy message using no more than 27 words, conveyed in about 9 seconds, that brings in 3 components. Here are some examples:

27-9-3 Components:

- Make it personal
- Boost common good salience/counter toxic individualism
- Defend truth/democracy
- Expose manipulation/lies
- Spark critical thinking
- Induce introspection

The Big Lie

My neighbor LeeAnn is a judge of elections. She got COVID working the polls this year. Lies about the election dishonor the nonpartisan service of election workers.

Components: Make it personal, boost common good salience, defend democracy

Trump lost 60 court cases. But Alex Jones and pillow guy still say it was stolen. Facts matter in a court of law. Grifters can say anything.

Components: Expose manipulation/lies, spark critical thinking, induce introspection

COVID Denial

My aunt lived in a nursing home. She tested positive and was dead the next week. Her granddaughter couldn't be there when she passed. It is real.

Components: Make it personal, boost common good salience, defend truth

Vaccine Hesitancy

Should I trust Alex Jones over Dr. Fauci? Think about that. One is an unhinged shock jock. The other a dedicated public servant who cares.

Components: Expose manipulation/lies, spark critical thinking, induce introspection

Remember, one message is not the whole conversation, but the 27-9-3 exercise helps put your values at the center for a message that has an impact.

In Part 2 of our Communications Bootcamp, we'll go deeper into how demagogues poison hearts and minds. Understanding how indoctrination happens will help us figure out how to puncture it. Building on our values-based foundation, we'll offer strategies and practice creating our personal stories that challenge dogma and make truth matter.

UP NEXT: Making Truth Matter - Wednesday, April 21st, 7:30pm EST.

RSVP at hearyourselfthink.org/progresspa.