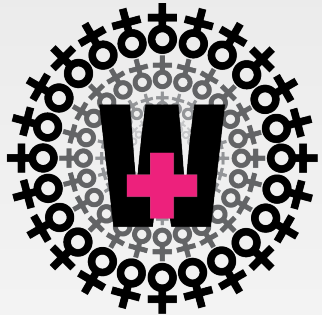


CHOOSING FRAMES,

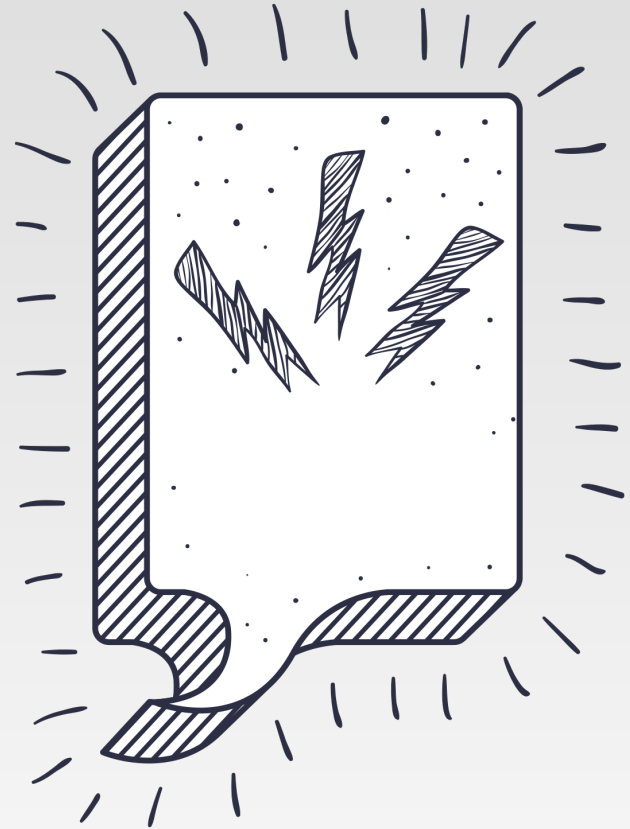
CHANGING THE NARRATIVE

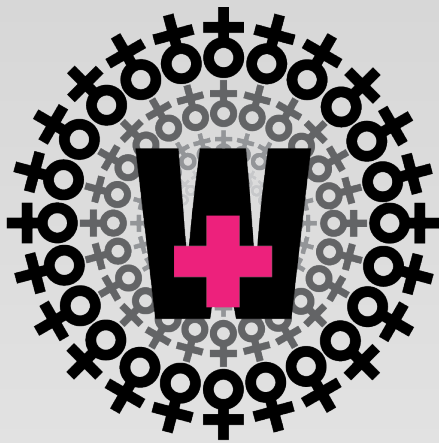
Values-Based Messaging 2.0



POSITIVE WOMEN'S NETWORK
USA

pwn-usa.org





POSITIVE WOMEN'S NETWORK USA

Positive Women's Network – USA is a national membership organization of women living with HIV, inclusive of transgender women. Join us at pwn-usa.org/join-pwnusa

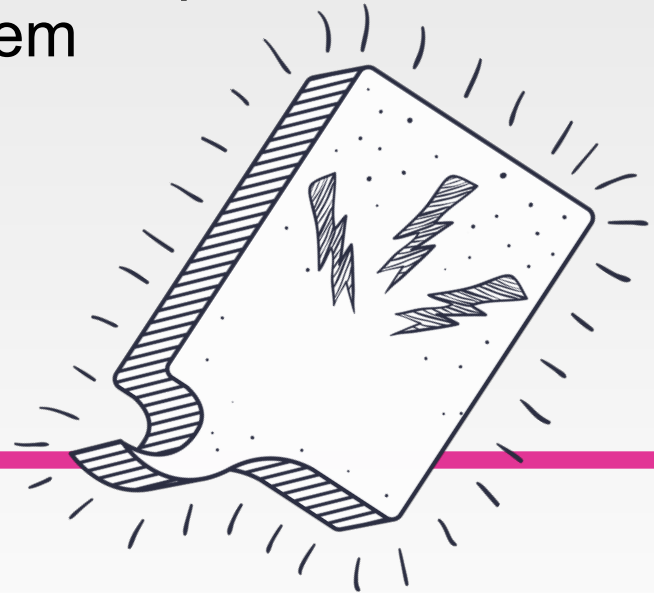
The mission of the PWN-USA is to prepare and involve women living with HIV, including transgender women, in all levels of policy and decision-making to improve the quality of women's lives, by:

- Combating HIV-related stigma and demonstrating that women living with HIV are part of the solution;
- Training and supporting HIV-positive women leaders;
- Creating and sharing tools for women and HIV advocates; and
- Mobilizing for strategic campaigns to change policies.



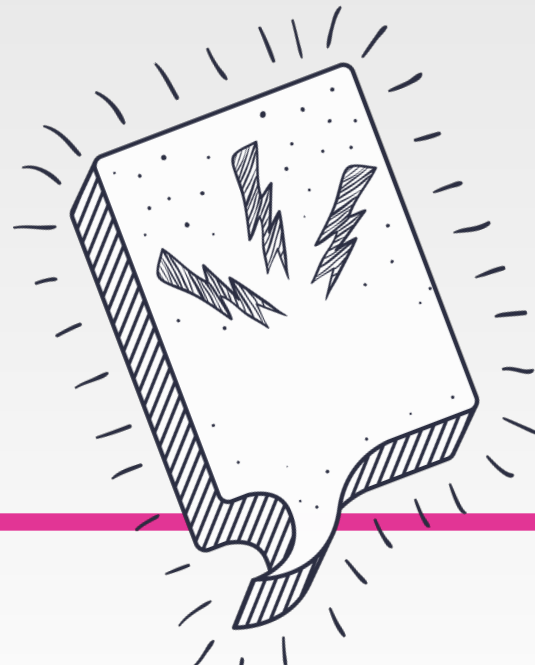
OBJECTIVES

- Understand what “values-based messaging” and “messaging frames” are and how they work
- Learn how we can influence the perspective our audience will approach our issue with from the outset by using shared values and frames that help our audience understand and accept our proposed solutions
- Get a better understanding of what “public narratives” are and how we can shape them



OBJECTIVES, CONT.

- Understand the role of symbolism and visual narratives in advocacy
- Get a better understanding of how the people we talk about and how we talk about them can unintentionally stigmatize others
- Get a better understanding of how we can connect our personal narratives to larger issues to advocate for systemic change



PRESENTERS & OVERVIEW



Shyronn Jones,
Facilitator

PWN-USA Policy Fellow &
Strategic Communications
Action Team Member



Anat Shenker-Osorio,
Presenter

Values-Based Messaging &
Messaging Frames

+ Q&A



PRESENTERS & OVERVIEW



Charles Stephens,
Presenter

Core Values & Counter Narratives

+ Q&A



Dr. Andrew Spieldenner,
Presenter

Political Context & Inclusive/Exclusive
Messaging in the Stories We Tell

+ Q&A



HOUSEKEEPING

- **There will be time for Q&A following each presentation.** If you have questions as you listen, ***please hit the Q&A button and type in your question.*** Please do not put questions for presenters in the chat box, as we might not see it during the Q&A session.
- You are welcome to type comments or say hi to others in the chat box!
- **This webinar will be recorded** and will be available within a couple of days on our website at pwn-usa.org/pwn-usa-webinars.
- After the webinar, you will be asked to complete a short survey. Please fill it out honestly, as this helps us produce high-quality trainings for our members and allies!



POLL QUESTION 1





ANAT SHENKER-OSORIO

Anat Shenker-Osorio is a communications expert, researcher and political pundit whose one-of-a-kind work is challenging the way dozens of organizations and political figures talk about the pressing issues of our time. She's the author of the acclaimed book ["Don't Buy It: The Trouble with Talking Nonsense About the Economy."](#)



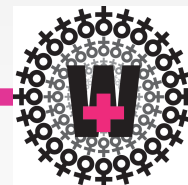
POLL QUESTION 2



CHARLES STEPHENS



Charles Stephens is the founder and executive director of the Counter Narrative Project. He has also worked as a consultant with such organizations as the Ford Foundation, AIDS United, Kaiser Family Foundation and AID Atlanta specializing in programmatic strategy, communications, and advocacy. Charles is a 2015 Rockwood Leadership Institute Fellow for Racial and Gender Justice Leaders in the HIV/AIDS Movement and a 2015 Arcus Leadership Fellow. His writings have appeared in the *The Atlanta Journal-Constitution*, *Creative Loafing*, *Lambda Literary Review*, *The Gay and Lesbian Review*, *Alternet*, and *WireTap*.



Core Values and Counter Narratives

Charles Stephens

Founder & Executive Director

Counter Narrative Project

charles.stephens@counternarrative.org

[@charlesdotsteph](https://twitter.com/charlesdotsteph)



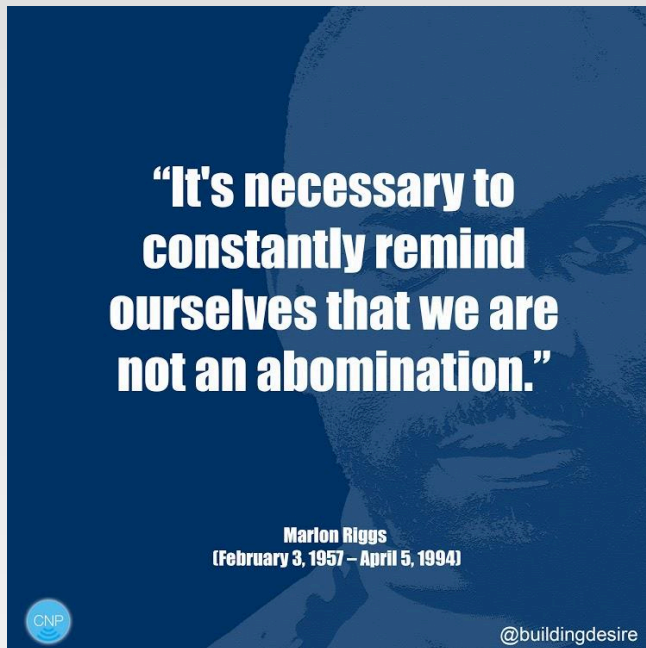
Learning Objectives



- **By the end of this presentation, participants will be able to:**
- Develop messaging frames and articulate core values as an advocacy strategy.
- Describe how stories can change hearts and minds and build power.
- Discuss the role of symbolism and visual narratives in messaging.



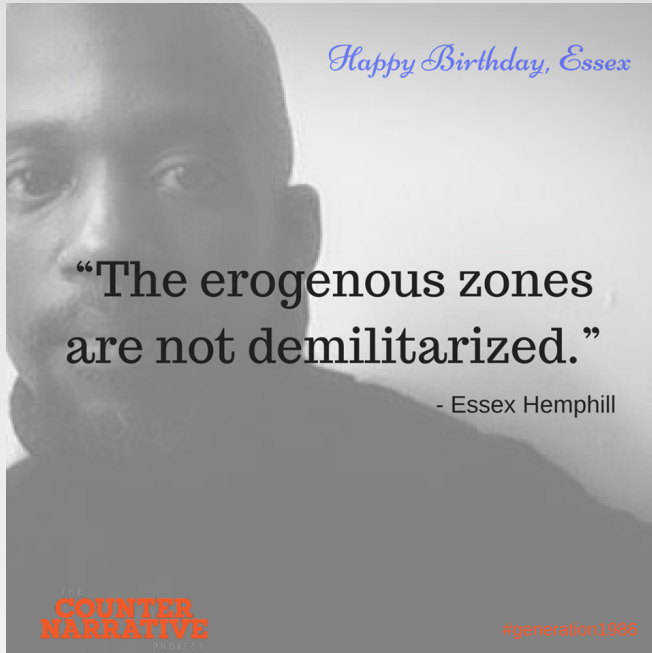
What We Will Cover Today



- **Agenda**
- Thoughts about “data”
- Imperfect narratives.
- Articulating our values.
- Case Studies.
- Closing.



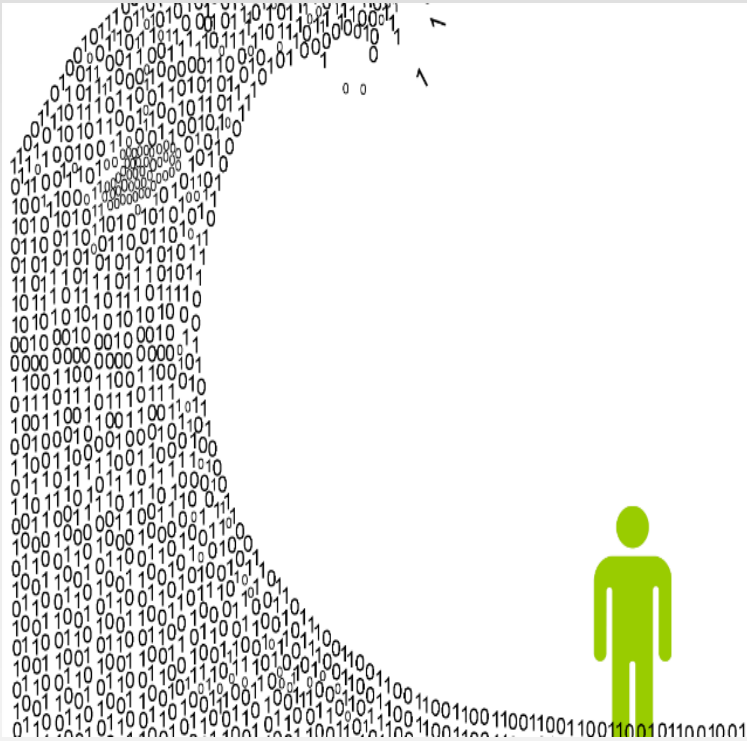
On Data



- Objectivity
- Frames a particular narrative
- “Rational”



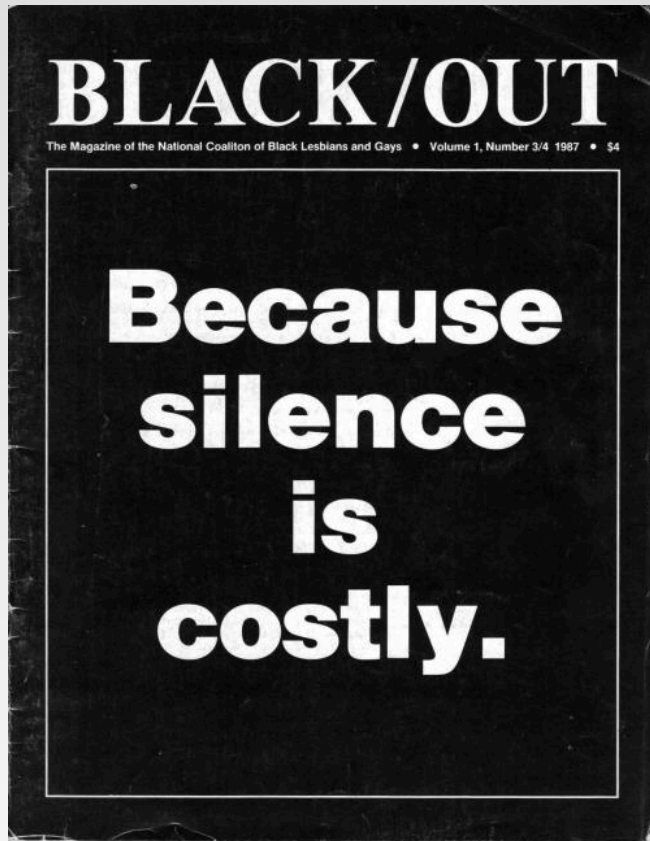
On Data, cont...



- But what is sometimes missing...
- Objectifying
- Provocative but not stirring
- Public debates vs hearts and minds



The imperfect narrative



- **Narratives**
- “victims” and “villains”
- Rooted in dominant cultural values
- Perfect narratives and privilege



The imperfect narrative, cont...



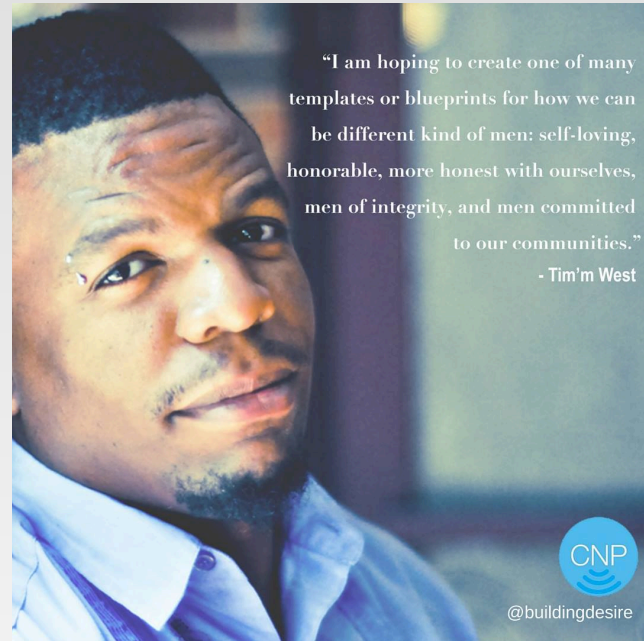
Narratives also...

- Who is worth saving?
- Public empathy
- Assimilation



Articulating our values...

- **Keep in mind...**
- Its not enough to say what we are against.
- It is important to articulate positive values.
- This requires us to move from a deficit model to an asset model.



Articulating our values, cont...

- **Moving from deficit to asst**
- We articulate our values through our personal and collective stories.
- Look to culture.
- Visual narratives are also key to building public empathy.
- Consider what's most sacred.



The Counter Narrative Project Presents A Google Hangout

Black Gay Rage: Artistic and **Cultural** Reflections

Thursday,
March 31, 2016
7PM - 8PM EDT

Register:
<https://goo.gl/K4pDmn>

Join Us Live:
<https://goo.gl/9SxcN2>

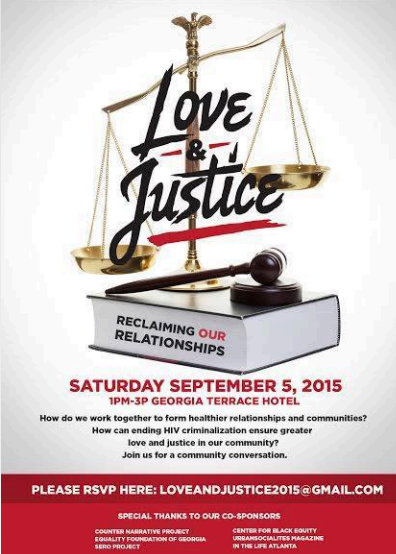
#BLACKGAYRAGE



From our work....



From our work, cont...



Love & Justice

RECLAIMING OUR RELATIONSHIPS

SATURDAY SEPTEMBER 5, 2015
1PM-3P GEORGIA TERRACE HOTEL

How do we work together to form healthier relationships and communities?
How can ending HIV criminalization ensure greater love and justice in our community?
Join us for a community conversation.

PLEASE RSVP HERE: LOVEANDJUSTICE2015@GMAIL.COM

SPECIAL THANKS TO OUR CO-SPONSORS

<small>COOPER NARRATIVE PROJECT</small>	<small>CENTER FOR BLACK EQUITY</small>
<small>EQUALITY FOUNDATION OF GEORGIA</small>	<small>URBANSOCIALALTER MAGAZINE</small>
<small>BEBO PROJECT</small>	<small>IN THE LIFE ATLANTA</small>



Summary

- Things to consider
- Positive Values
- Symbolism
- Stories
- Visual narratives



Thank You!

- **Email List:** <http://www.thecounternarrative.org/join-us>
- **Facebook:** [facebook.com/thecounternarrative](https://www.facebook.com/thecounternarrative)
- **Twitter:** <https://twitter.com/buildingdesire>
- **Instagram:**
<https://www.instagram.com/thecounternarrative>



POLL QUESTION 3





DR. ANDREW SPIELDENNER

Andrew Spieldenner (Ph.D., Howard University, 2009) will be joining the Communication Studies faculty as Assistant Professor at Cal State San Marcos in the Fall after having been on faculty at Hofstra University. Dr. Spieldenner examines issues of culture and the body in three primary areas: HIV; the LGBTQ community; and health. He is the Research Director of the US implementation of the HIV Stigma Index for GNP+/North America and Chair of the US People Living with HIV Caucus.



Narrative Paradigm

Walter Fisher introduced the idea that - unlike other animals - people make sense of our lives through stories

These stories (or narratives) are effective when they have coherence, likelihood and values that shape a given audience's perception (he referred to these as fidelity, probability and "good values")

- To put it another way, have you noticed that rational arguments don't work all the time? Why is that? Are people "wrong" or "stupid"?



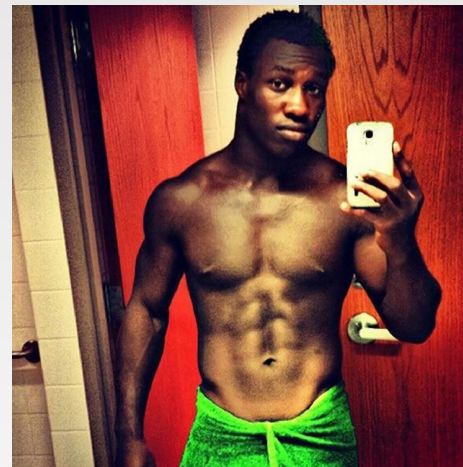
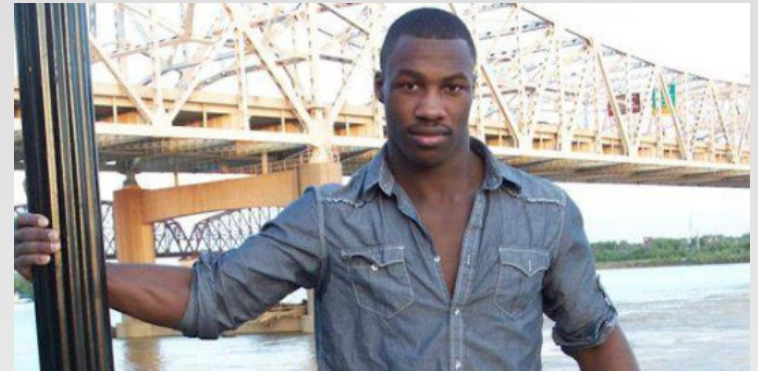
Stories We Tell

Dorothy Allison once said “Behind every story I tell is the one I don’t”

We make choices in how our narratives live in public - what we say/do, what we don’t say/do

- Has anyone ever told you to “act right”? Have you ever been embarrassed by someone because they came off like a stereotype? These are choices based on what we want to project

In movement work, we are telling stories to push policies, institutions and communities



Policy Messaging and Stories

Our stories can be used and manipulated to further other agendas.

- Think of ways that “innocent victim” narratives make some of us “guilty”

Our HIV community is diverse - we are socially marginalized in many ways.

- Be mindful of ways that our language may further distance some groups, including immigrants, trans* individuals, sex workers, people who use drugs, and people who have been incarcerated



HIV Diagnosis Example

- What are the policies, institutions or communities you are trying to impact?
- How can you frame your story to hold up that idea?

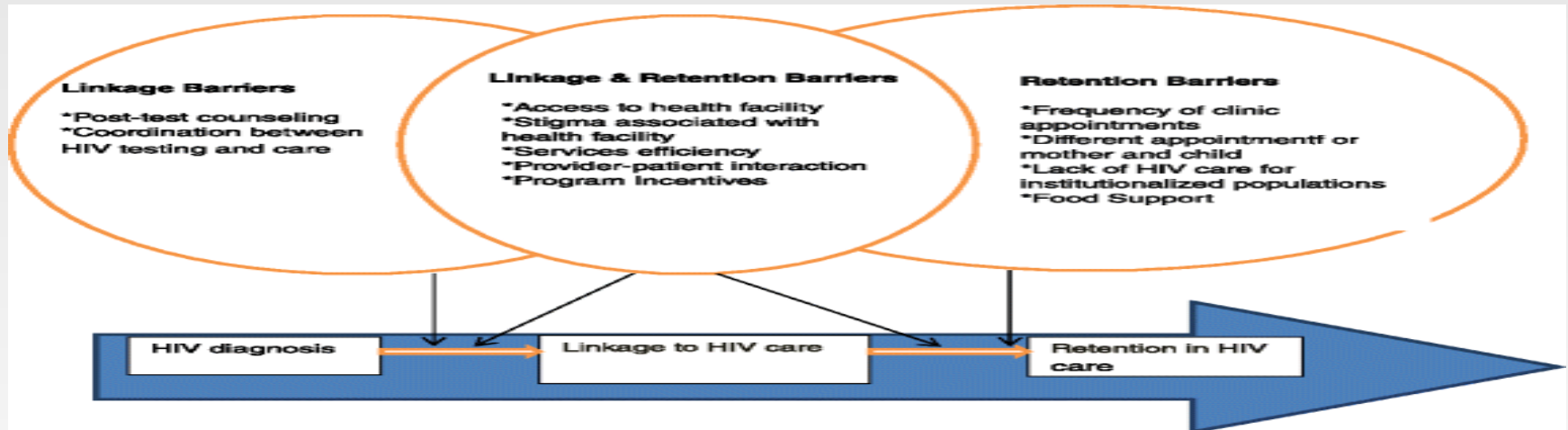
For example: *My HIV diagnosis occurred in 1998. I had an inconclusive result and was supposed to wait for a confirmatory test. Since I worked for the Health Department, I had the lab tech confirm for me over the phone. In the session at the clinic, the MD was rude and suggested that gay men “like me” were “all sluts” and he was tired of it. I complained and got him fired. Four of us in our group - 3 gay men of color and 1 white gay man - had gotten tested at the same time. We joked that half of us were positive; we all were. When people in the HIV service community found it, I got two phone calls from service providers that I should be “ashamed”, that I was a “failure of HIV prevention”, and that I should leave the field.*

- How many directions does this story take? How many meanings can be gotten from it?



In Practice: HIV Diagnosis for Testing and Access

My HIV diagnosis occurred in 1998. I had an inconclusive result and was supposed to wait for a confirmatory test... In the session at the clinic, the MD was rude and suggested that gay men “like me” were “all sluts” and he was tired of it. I complained and got him fired... What would have happened if I hadn’t complained? How many other gay men had he said this to? Do you think this drove me away from medical care?



In Practice: Increased Stigma in HIV Care

... When people in the HIV service community found [out about my HIV diagnosis], I got two phone calls from service providers that I should be “ashamed”, that I was a “failure of HIV prevention”, and that I should leave the field... People are vulnerable to HIV for many reasons and our silences are killing us. This concept that people are “failures” and should be “ashamed” is just HIV stigma. Stigma in CBOs and in the healthcare community is real and must be dealt with in.



What Stories Reveal

We all develop ways of telling our stories

The ways that we tell our stories reveal our values about our selves, society and the world

- For instance, do you talk about people living with HIV as a “them” or a “we”?
- How do you talk about race?
- How do you talk about gender?

Kenneth Burke called this a terministic screen - we filter with certain values, people listen with certain values



Inclusive/Exclusive Words

In external communication, the movement and our communities benefit from inclusive language- that we strive for “people first” language

Exclusive language hits some parts of our community harder than others, and further marginalizes people already disciplined in society

- Think of the insults “gay” or “retarded”. What do they say? How do people hear it? What is made ok in that conversation? What is not?
- When we slut-shame - using the term “whore” or “hooker” - what are we saying?

Some communities need be mindfully included in our movement



GENERAL Q&A AND COMMENTS

Visit pwn-usa.org to learn more and get involved with PWN-USA!

If you're a woman living with HIV, join PWN-USA at pwn-usa.org/join-pwnusa. If you're already a member, join the Strategic Communications Action Team (SCAT) by emailing Jennie at jsmithcamejo@pwn-usa.org!



ATTENTION, WOMEN LIVING WITH HIV!

Take PWN-USA's member survey at www.surveymonkey.com/r/pwn-survey-2017 for a chance to win a \$100 gift card and get your PWN-USA membership card!

