



BlueWaveNJ

seeking solutions through community

Mission: BlueWaveNJ seeks to foster and support the progressive movement in the state of New Jersey, finding solutions through community. The organization supports candidates for office, involves citizens in the political process, provides public forums for speakers, educates the public on political and social issues, and promotes progressive policy on the local, state, and national levels.

This framing language was created by the BlueWaveNJ Media Reform subcommittee. This group of activists came together out of concern for the media degradation that has occurred over time. We know that the ability of citizens to make informed decisions is based on the compelling information they receive and, often, it is the neighbor to neighbor or local field office communications that succeed where traditional media fails. In this document, it is our goal to address key issues facing the country and succinctly communicate our position and our aspirations. We recognize that this will be an evolutionary document that will be refined as we take our message forward and welcome any and all input. We fully understand that we are stronger working together than apart.

Respectfully Submitted,

BlueWaveNJ Media Reform Group

Special thanks to: Carrie Cantor, Cindy Handler, Pat Kenschaft, Joanne Zippel

www.bluewavenj.org

BlueWaveNJ FRAMING LANGUAGE

COMPETENCE

- MESSAGE** Democrats make appointments based on qualifications, not connections.
- TALKING POINT** We need proven leaders—not cronies and contributors—to keep us safe.
- FACTS** George Bush filled the three top jobs at FEMA with political cronies who had no experience coping with catastrophes. So far, he’s appointed more than 100 corporate lobbyists to regulate the very industries for which they previously worked.

NATIONAL SECURITY

- MESSAGE** Preparedness, not PR
- TALKING POINT** Defending America requires building strong alliances and acting together on the best intelligence, rather than ideology.
- FACT** It was the Democrats who had the strength to lead us through WWII.

ENERGY INDEPENDENCE

- MESSAGE** Alternative energy=independence and prosperity
- TALKING POINTS** We need a Manhattan Project to find alternative sources of energy that would create jobs, free us from dependence on foreign governments and reduce global warming. We should also create incentives for investment in alternative fuel sources, and disincentives to wasteful use of fossil fuels, rather than give tax breaks to Hummers.
- FACT** The Bush administration and Republican-controlled Congress have enabled oil companies to write our energy policy, resulting in record-breaking oil prices and continued reliance on governments that teach hatred of Americans in their schools.

EDUCATION

- MESSAGE** Invest in learning, not tests
- TALKING POINT** Without the funding that was promised—but not delivered—by the Bush administration and the Republican-controlled Congress, “No Child Left Behind” has been reduced to a series of tests that don’t educate our kids.
- FACT** NCLB’s emphasis on testing forces schools to save time and money by dropping subjects such as art, music, foreign languages, creative writing, and in some instances, even science and social studies.

TAXES

- MESSAGE** Lighten the tax burden on the middle class that sustains our economy and defends our shores.
- TALKING POINTS** Taxes pay for our future, and patriotic Americans want to invest in it. Democrats believe that taxes should be fair. George Bush and the Republican Congress have created a gravy train of tax breaks that benefit only the richest Americans, and shift the burden of taxation on to working families.
- FACT** A worker who earns \$40,000 – \$50,000 a year pays 12.2 percent of his income in payroll taxes, while someone making \$500,000 a year pays just 3.5 percent of is income in payroll taxes. George Bush is the first president to cut taxes during war time.

HEALTHCARE

- MESSAGE** Healthcare is a right, not a privilege.
- TALKING POINTS** We are the only industrialized nation that doesn’t provide healthcare for all our citizens. We pay the price by sharing the expenses of the uninsured; it’s more cost-effective to have universal healthcare.
- FACTS** In 2006, nearly one in five Americans will have no health insurance; US healthcare is the most expensive in the world. About 30% of the money spent by private insurance companies funds bureaucracy and paperwork, compared to only 3% in the government-provided Medicare system.

Useful Slogans

Had enough? Vote Democratic!

November is House-cleaning time!

Democrats believe that the role of government is to create a level playing field of opportunity for all, not to tell people how to live their lives.

Regulate business, not people's lives.

Democrats put results over politics.

Government cannot work if it is run by people who have contempt for it.

"Staying the course" has taken us over a cliff!

Gay-baiting doesn't put money in anyone's pocket or bring America closer to peace.

Republicans distract voters with gay-bashing because they don't have any idea how to improve Americans' lives.

Democrats stand for economic and social justice.

They say 9/11 changed everything, but Katrina taught us that it didn't change enough – we are unprepared to respond to disasters of any kind.