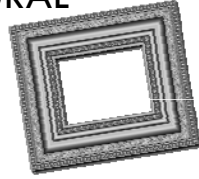


FRAMING FOR A SUSTAINABLE RURAL AMERICA



What Frames Should We Be Using?

SHERMAN'S LAGOON **BY JIM TOOMEY**

“The only thing worse than being blind is having sight but no vision.”
--Helen Keller



SOCIAL CHANGE:

“Social change is material (who controls what wealth), institutional (who runs what powerful institutions) and political (who wins elections). But the main battlefield of the culture war is the brain, especially how the brain functions below the level of consciousness.” “American values are fundamentally progressive, centered on equality, human rights, social responsibility, and the inclusion of all.” George Lakoff: The Political Mind (p.1)

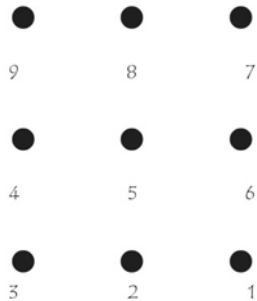


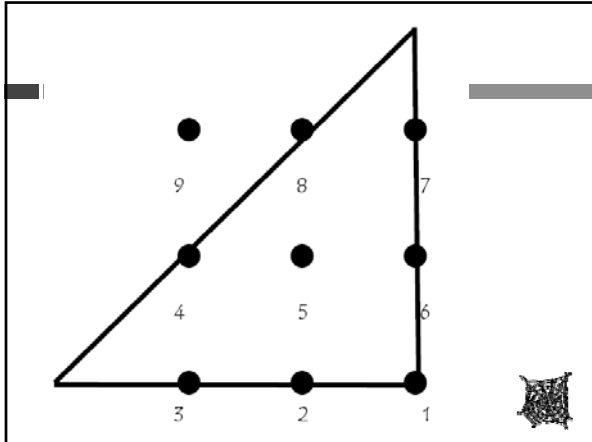
CHANGE:

“We have in our power to begin the world over again. A situation, similar to the present, hath not happened since the days of Noah.” T. Rutherford, first constitutional article of the Confederation of the Colonies. (As quoted by Thomas Paine.)



CONNECT ALL NINE DOTS WITH FOUR STRAIGHT LINES







FRAMING:

refers to the social construction of a social phenomenon by mass media sources or specific political or social movements or organizations. It is an inevitable process of selective influence over the individual's perceptions of the meanings attributed to works and phrases. **A FRAME defines the packaging of an element of rhetoric in such a way as to encourage certain interpretations and to discourage others.** Framing is so effective because it is a mental shortcut," according to Susan T. Fiske and Shelley E. Taylor.(Social Cognition, McGraw-Hill, 1991)

EXAMPLES:

1. TAX RELIEF (Past Frame): "What is the Relief frame? To have relief, you have to have an affliction, an afflicted party, somebody who administers the relief and an act in which you are relieved of the affliction. The reliever is the hero and anybody who tries to stop them is the bad guy intent on keeping the affliction going. So to add TAX to relief you get a metaphor that taxation is an affliction, and anybody against relieving this affliction is a villain... Or, (New Frame) taxes are what you pay to be an American, to live in a civilized society that is democratic and offers opportunity and where there's an infrastructure that has been paid for by previous taxpayers. Taxes are our dues- you pay your dues to be an American". George Lakoff, News Center October 27, 2003.



TAXES (New Frame): it is about patriotism. Are you paying your dues, or are you trying to get something for free at the expense of your community or country? It's about being a member. People pay for memberships. It's not about building the activity of the membership but it is about sustaining what was created by other(s).

2. GAY MARRIAGE



(past frame) Gay marriage is seen to be about gay sex. Polls note that many Americans oppose gay marriage but overwhelmingly object to discrimination against gays. (Civil liberties.)

(New Frame) Freedom to marry or the right to marry or be in a relationship with whom you choose?

3. INDIVIDUAL RESPONSIBILITY OR SOCIAL RESPONSIBILITY?

What is the central issue in our political life? What is the moral basis of our American democracy? What is **your** frame for this discussion? How do we bring in Rural/Rural Health?

The Role of Government Frame: (old-new-future?)

1930s-1940s-1950s-1960s-1970s-1980s-1990s

2008 campaign language from Sen. Obama: the basis of American democracy is EMPATHY. Citizens caring for each other, both social and personal responsibility, acting on that care, and an ethic of excellence. From these, our freedoms and our way of life follow, as does the role of government to protect and empower everyone equally. Protection includes safety, health, the environment, pensions and empowerment starts with education and infrastructure. No one can be free without these, and without a commitment to care and act on the care by one's fellow citizens.

Present Government Frame language (around budgets, debt ceilings, unions, health care ?)

Future Government Frame language by our group and other rural partners?



4. THE MARKET FRAME:

(Old Frame); Let the market decide. The market is the Decider. Government should not go against market values.

(New Frame); Government is here to protect the minority, who ever and where ever they exist. (The disparity in financial assets is seen as un-American -- the top 1% has more financial assets than the bottom 95%.) Does this fit the wealthiest's way of life or the American way of life? Aren't BENEFITS pay for work, not a handout? Pensions and benefits are arranged by contract...why are they not supplied as agreed upon? Aren't entitlements really earnings and isn't government providing necessities and not just services?



5. The FARM FRAME:

American agriculture is a business and farmers and ranchers are business people.

Cowboys are beef producers. Hog farmers are pork producers. (How many of each have we lost?)

Corn producers, wheat producers, soybean producers, cotton producers....producers or horticulturists?

Consumers (?) want their food to come from: _____

Land Grant Colleges, Morrill Act, graduates and iPads/iPhones/GPS, etc.?

"Farmers and Ranchers have a great reputation with consumers. It's how farmers and ranchers produce that concerns them." Cindy Hackman (Director of Drake & Company) What questions should we be asking?

US Farmers and Ranchers Alliance (USFRA) big producer groups will spend \$10-\$20 million dollars on a long term and coordinated public trust campaign for American Agriculture. Alan Guebert, ag. Columnist April,24, 2011. Lincoln Journal Star.



6. THE RURAL FRAME TODAY?

- A. Rural is Farm and Ranch or _____
- B. Rural is behind urban in development or _____
- C. Rural is older, sicker, poorer or _____
- D. Rural is a slower pace of life, less stress or _____
- E. Rural needs lots of support and direction from the outside or _____
- F. Rural has a unique "way of life" or _____
- G. Rural people will have to go to the city for most of their goods and services or _____



"Coming together is a beginning. Keeping together is progress. Working together is success"

- Henry Ford

7. THE FUTURE FRAME TO BE USED BY RURAL CITIZENS AND POLICY LEADERS?

Rural Renaissance?
 The resources of rural, for the nation, are rooted in relationships and sustainability.
 There are many definitions of rural but the only one that matters is the **local** community's definition.
 Communities matter, so go where it matters.
 Is everything connected to a rural anchor?





THEY CAME FIRST for the Communists,
 and I didn't speak up because I wasn't a Communist.
 THEN THEY CAME for the Jews,
 and I didn't speak up because I wasn't a Jew.
 THEN THEY CAME for the trade unionists,
 and I didn't speak up because I wasn't a trade
 unionist.
 THEN THEY CAME for me
 and by that time no one was left to speak up.

—Pastor Martin Niemöller (1892–1984)



Thank You

--Denny Berens