

FREEDOM MATTERS

A Narrative and Message Framework to Promote Democracy

Eric Friedenwald-Fishman, Founder/Creative Director, efishman@metgroup.com

Kevin T. Kirkpatrick, Senior EVP/ Principal, kkirkpatrick@metgroup.com

Ten **core values** are most powerfully and authentically associated with liberal democracy, as shown in the graphic below. Note that these colors are used in the narrative and message framework that follows to identify content intended to evoke these core values.

FREEDOM	FAIRNESS	FEARLESSNESS	
REPRESENTATION	RESPONSIBILITY	SAFETY/SECURITY	HONESTY
FAMILY	ASPIRATION	BELONGING	

NARRATIVE
FRAME

In America, **our freedoms** matter. This country was built on the **right** to **have our voices heard**, to **make our own decisions**, to be **treated fairly** by the justice system, and to **vote** in **free** and **fair** elections. These **freedoms** are at the heart of democracy and our **security**. But, they require **checks and balances** on power and government that is **open**, **honest**, and **responsive to the people**. **Our country** hasn't fully lived up to these **freedoms**. But, a **strong democracy isn't afraid** to admit that and **do the hard work** of **being better tomorrow than it is today**.

CHALLENGE

These days, it can feel like Americans can't find **common ground** on anything. **Healthy debate** and **working toward compromise** are **a good thing** in a **strong democracy**. But, there are some who are **working every day to weaken American democracy** and further **divide us** to serve their own interests. **Defending freedom** and **fairness**—and **finding solutions** to the challenges we face—doesn't have to mean **fighting each other**. Instead, **we** need to find a way to **work together**.

SOLUTION

Protecting our freedoms has always been **up to all of us**, not just **our elected representatives**. But, democracy is about more than **voting**. It's about **securing freedom** and **fairness** for **all Americans**, **ensuring all voices are heard**, and **demanding** a government that is **honest**, **open**, and **responsive to the people**. **Fearless** and **free people working together** can **find solutions** that **make our lives better** and **our democracy stronger**.

BENEFITS

A democracy where **freedoms are protected**, **fairness** is something **everyone** can expect, and government is **open** and **accountable to the people** is **better able to advance freedom**, **safety**, **opportunity**, and **justice for every one of us and our families**.

CALL TO
ACTION

None of this will happen on its own. It will take **all of us working together** to **protect** our **freedoms and improve our** democracy **so it works better** for **everyone**. It won't be easy. But **we've done hard things before and we can do them again**.