

DIRECTIONS: The F.R.A.M.E.S. checklist can be used either by an individual strategist or by a group trying to hone specific messages to ground their framing narrative. It is typically used after a group has developed some potential messages or through an initial brainstorm. Check out these names and messages and consider how they measure up on the F.R.A.M.E.S. check list. Place an “x” in the box if they meet the checklist. Finally, think about a current campaign/action you are working on and see how it measures up.

Campaigns	F= Frame the Issue	R= Reframe opponent's story	A= Accessible to the audience	M= Meme-able	E= Emotional	S= Simple/Short
Black Lives Matter	<input type="checkbox"/> F or <input type="checkbox"/> f	<input type="checkbox"/> R or <input type="checkbox"/> r	<input type="checkbox"/> A or <input type="checkbox"/> a	<input type="checkbox"/> M or <input type="checkbox"/> m	<input type="checkbox"/> E or <input type="checkbox"/> e	<input type="checkbox"/> S or <input type="checkbox"/> s
Yes We Can	<input type="checkbox"/> F or <input type="checkbox"/> f	<input type="checkbox"/> R or <input type="checkbox"/> r	<input type="checkbox"/> A or <input type="checkbox"/> a	<input type="checkbox"/> M or <input type="checkbox"/> m	<input type="checkbox"/> E or <input type="checkbox"/> e	<input type="checkbox"/> S or <input type="checkbox"/> s
	<input type="checkbox"/> F or <input type="checkbox"/> f	<input type="checkbox"/> R or <input type="checkbox"/> r	<input type="checkbox"/> A or <input type="checkbox"/> a	<input type="checkbox"/> M or <input type="checkbox"/> m	<input type="checkbox"/> E or <input type="checkbox"/> e	<input type="checkbox"/> S or <input type="checkbox"/> s

Below is a shorter version of F.R.A.M.E.S.
For the longer and more complete version, see the previous page.

F = FRAME THE ISSUE

Does it reinforce the vision and values that you are promoting? Framing means defining the problem, who will be broadly impacted, and the solution.

R = REFRAME OPPONENT'S STORY & REINFORCE OUR FRAME

Make sure your message is not just reiterating your opponent's frame. Reframing means changing the terms of debate on the issue.

A = ACCESSIBLE TO THE AUDIENCE

Who is your message trying to persuade? Be as specific as possible about the audience and ensure that the message is crafted in terms of language, context, and values that will be appealing to them.

M = MEME

The message has got to be memorable, easy to spread and “sticky.” How can you encapsulate your message in a symbol, slogan, or metaphor that captures the essence?

E = EMOTIONAL

People don't swing into action because of a pie chart. An effective message should speak to people in terms of values, and deliver some emotional impact. Trigger emotional responses with themes like tragedy, hope, anger, frustration, and don't forget joy!

S = SIMPLE & SHORT

This means to get to the core essence of the issue. What is the most important point of the issue? What is it that makes it matter to your audience?