



Message Vision. Not *Division*

Join us in October for three virtual sessions about political messaging. Using a multi-racial approach developed by the Race-Class Academy, we expose how powerful elites use messaging tactics to divide Americans and gain political power. Find out how to disarm racist political weapons and replace them with a positive vision for America.



In three 90-minute sessions, you will see:

- ... a brief history of Dog Whistle Politics
- ... why traditional responses have failed
- ... a new, tested messaging approach that works
- ... an effective response to the Conservative's latest Dog Whistle - Critical Race Theory
- ... why now is the time for a multi-racial America to realize political power.

Session I – Disarming the Dog Whistle takes us on a Dog Whistle journey explaining why the strategy to divide non-whites has been successful for 60 years.

Session II – Racism: A Political Strategy puts us to work with a new messaging strategy known as Race-Class. We practice telling a complete story by using Race-Class to address political racism and expressing a positive vision for America.

Session III – Come Together ... Right Now shows that now, today, is the right time to build solidarity, address racism and create a new America.

Each session offers a chance to participate in the full group and in small teams. You will leave with an example Race-Class message, a template to guide your writing, and tips for disarming Dog Whistles designed to divide us.

- **Sunday** night series starting October 10th
- **Tuesday** night series starting October 12th



Register for one of these FREE three-session series.

Sunday Series begins October 10 at 7:00p with the following dates:

- Sunday, October 10, 2021 from 7:00p – 8:30p
- Sunday, October 17, 2021 from 7:00p – 8:30p
- Sunday, October 24, 2021 from 7:00p – 8:30p

Sunday Zoom Link - Register here to save your seat:

<https://us02web.zoom.us/meeting/register/tZwofu-qrzsiG9RMIXWWNbeFdbDWhT7G87kz>

Tuesday Series begins October 12 at 7:00p with the following dates:

- Tuesday, October 12, 2021 from 7:00p – 8:30p
- Tuesday, October 19, 2021 from 7:00p – 8:30p
- Tuesday, October 26, 2021 from 7:00p – 8:30p

Tuesday Zoom Link - Register here to save your seat:

<https://us02web.zoom.us/meeting/register/tZArdOqqpi0qGNx1f8UrZD11AytX4cw2GAc9>

After registering, you will receive a confirmation email containing information about joining the meeting. Upon completion of Session I - Disarming the Dog Whistle, you will receive a messaging template to use as a worksheet as you practice building your own messages.

This series is brought to you by Liberal Leadership League, Inc. a 501(c)(4) Michigan non-profit dedicated to guiding concerned citizens in expressing their values as they engage in community conversations. The series is based in part on the works of Race-Class Academy (www.Race-Class-Academy.com) and research by Ian Haney López and others.
