

Workshop 1:  
Carceral budgets &  
Shifting public narrative

Stop the Musick Fellowship 2022

## A quick breakdown:

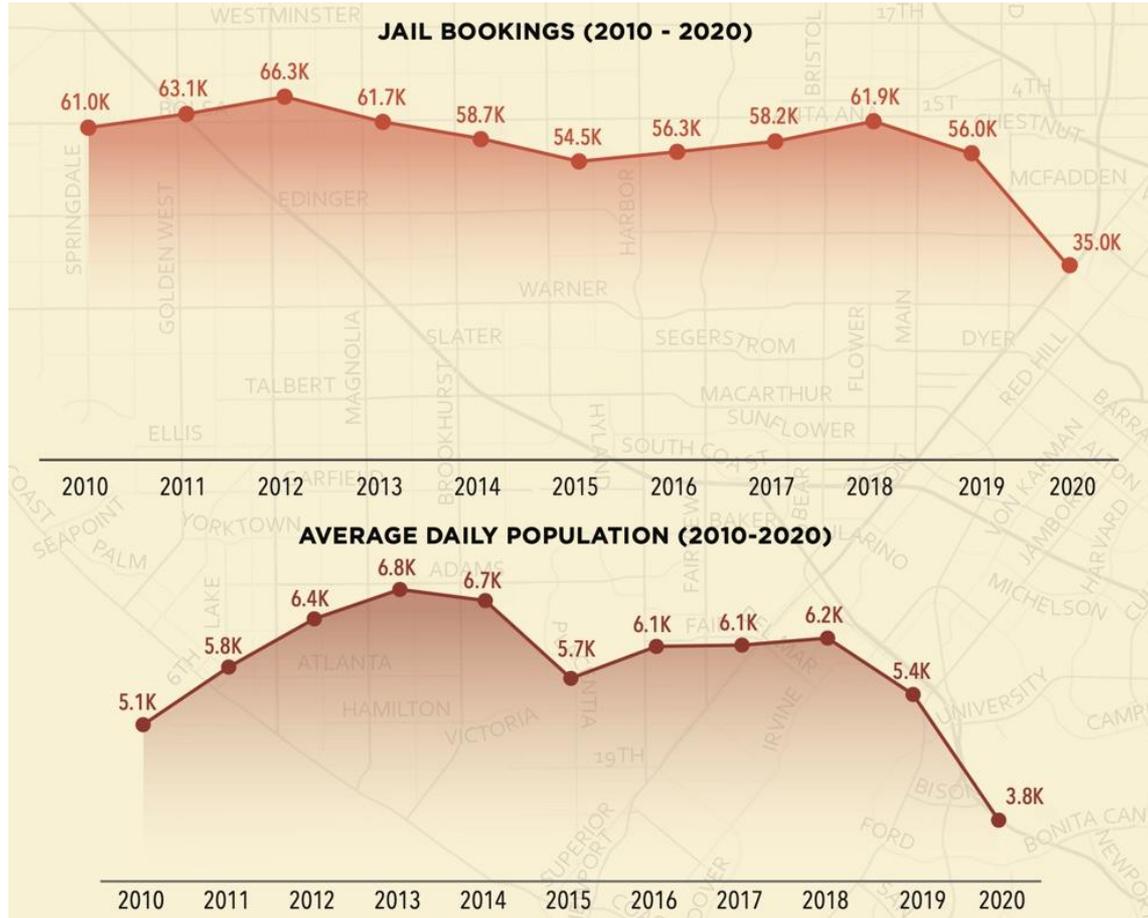
Carceral -- “Incarceration.” Jails + Prisons + ICE + more. . .

Budget -- How a city/county/state country is spending its money. . . a moral document!

**If we want to attack incarceration, we have to go after the MONEY.**

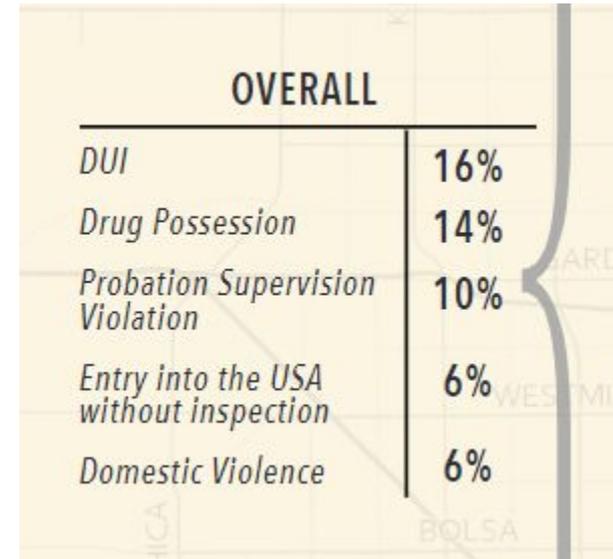
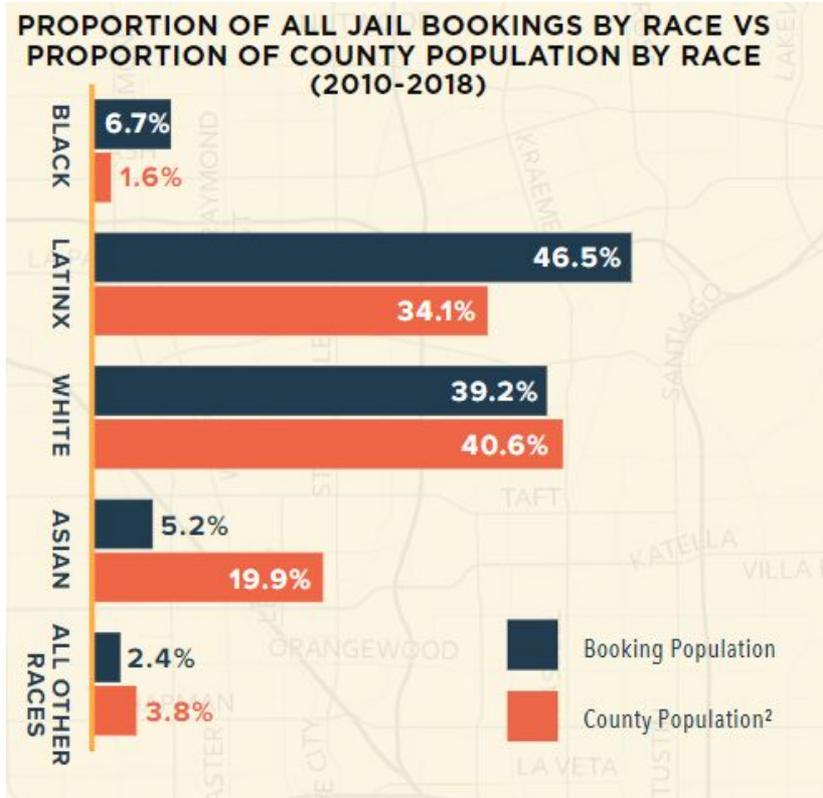
Which raises the question: What does **incarceration** and the related **budget** look like in OC?

# How many people are in OC jails?



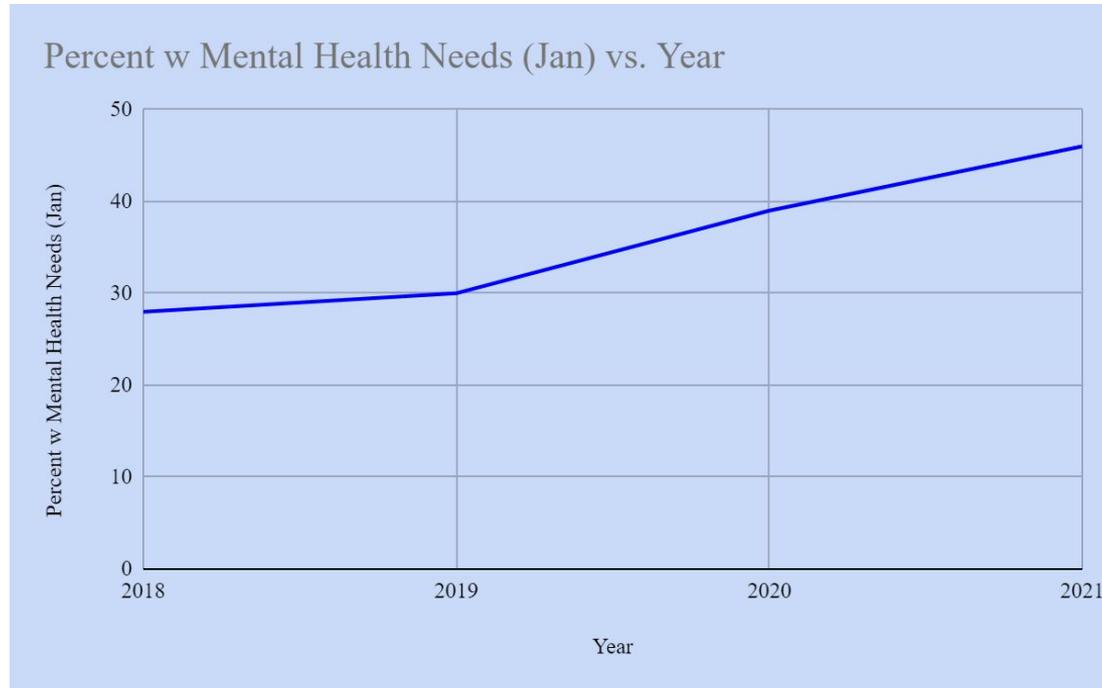
There are tens of thousands of jail bookings per year in Orange County

# Who does OCSD book into jail?



# Almost half of the people in OC jails have mental health needs

People with open mental health cases in January of each successive year has increased

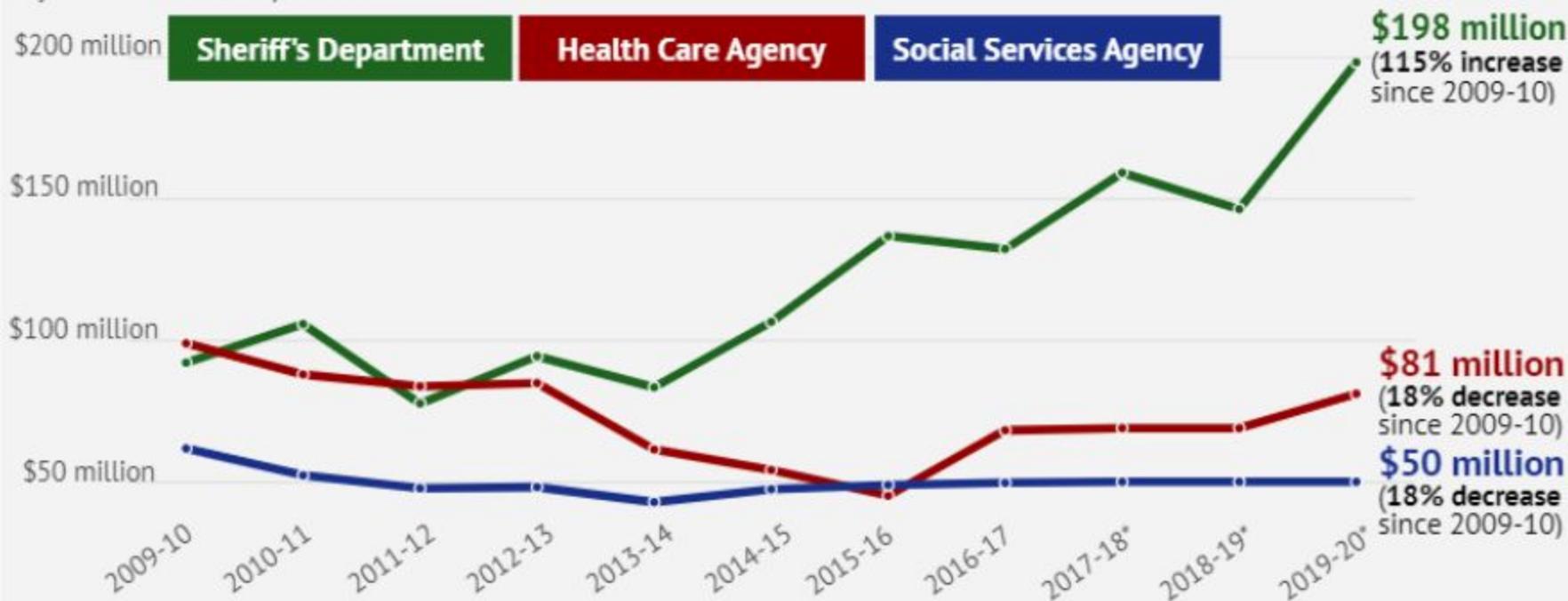




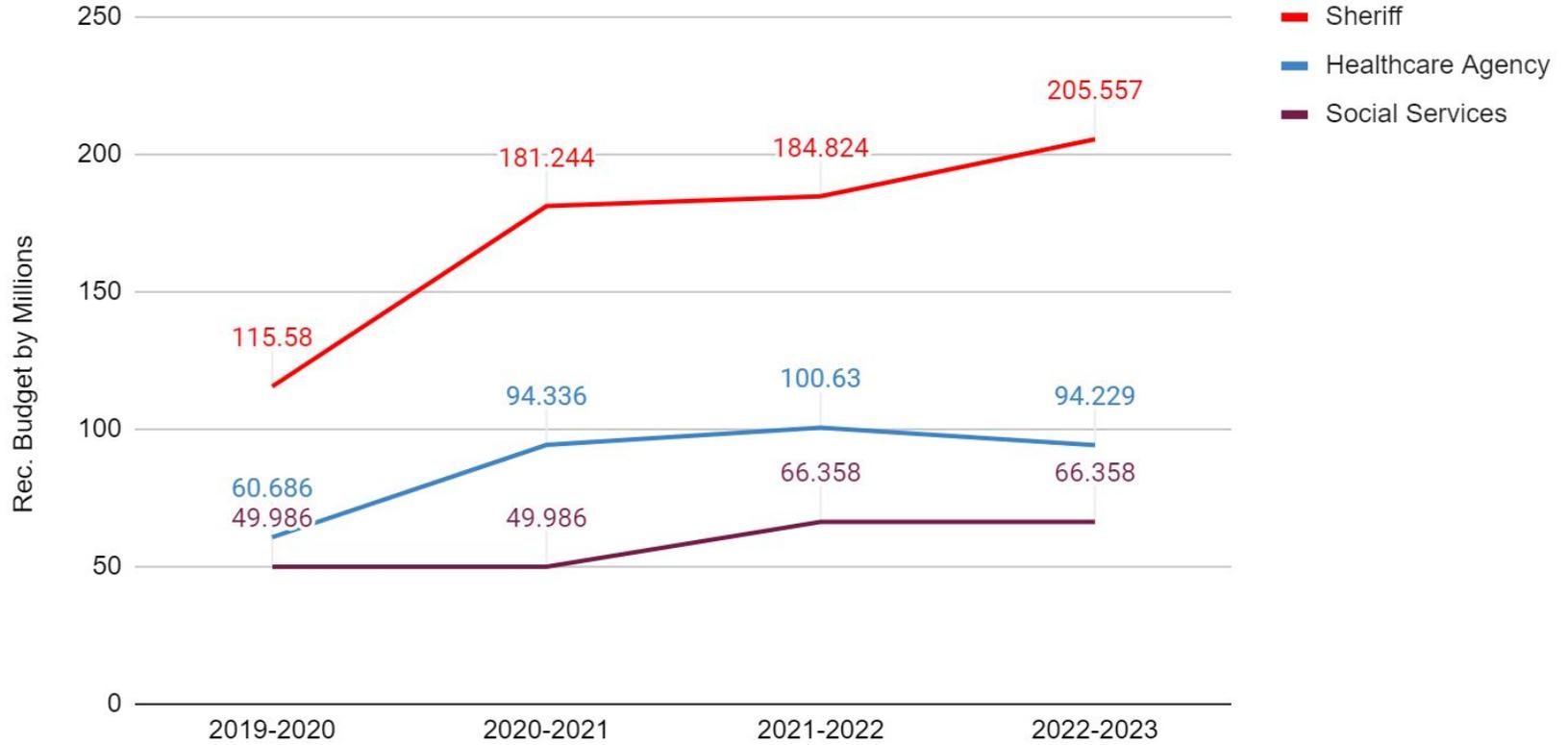
# Orange County Spending Priorities from Unrestricted Tax Dollars

By SONYA QUICK & NICK GERDA May 8, 2020

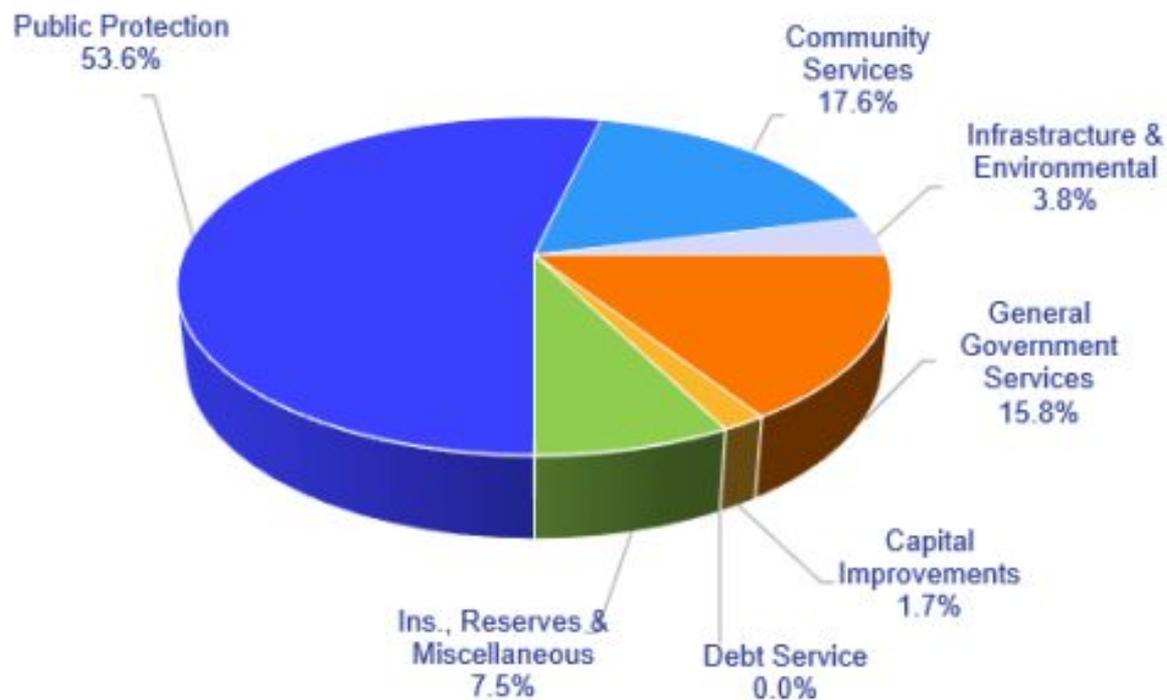
Amounts spent from the county's unrestricted tax dollars, also known as "net county cost," each year as directed by the Board of Supervisors.



Sources: Orange County budgets (Years with \* are the **final** budgeted amounts (previous years show **amounts spent**).



## Net County Cost (NCC)



# What could a different county look like?

- Investment in Community
- Prioritize Humanity
- Public safety from healthcare and housing, not punishment

But how do we get there?

**Narrative building!**

**How?**

Stories!



Meaningful + Memorable

# What makes a message memorable?

- Organizers from a variety of social movements have found that telling our stories can consistently motivate people to join us in action.
- Stories are *memorable* - our brains are wired to remember narratives of overcoming challenges and making pivotal choices.

# What makes a message meaningful?

- Stories help people understand why their actions are *meaningful*.
- A person who may join your cause often do so because they have a story about why their choice will make a broader impact.

What makes a message meaningful?

- FRAMES
- FEELINGS (STORIES)

# FRAMES

Frames are mental structures that allow us to interpret the world and make meaning.

Our use of frames is unconscious and automatic.

Frames set the terms of debate and dictate what is part of the story and what is not.

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→ **MESSAGE: I am for a people's budget in Orange County. We should prioritize money for care rather than cages.**

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**FRAME: I look around and see people living on the street. This will probably make me less safe.**

→ **MESSAGE: We must have law and order. We need to fund the police.**

# FEELINGS

**FEELINGS** remind us of our **VALUES** and drive our **CHOICES**.

We make sense of the world - consciously or unconsciously - through our feelings.

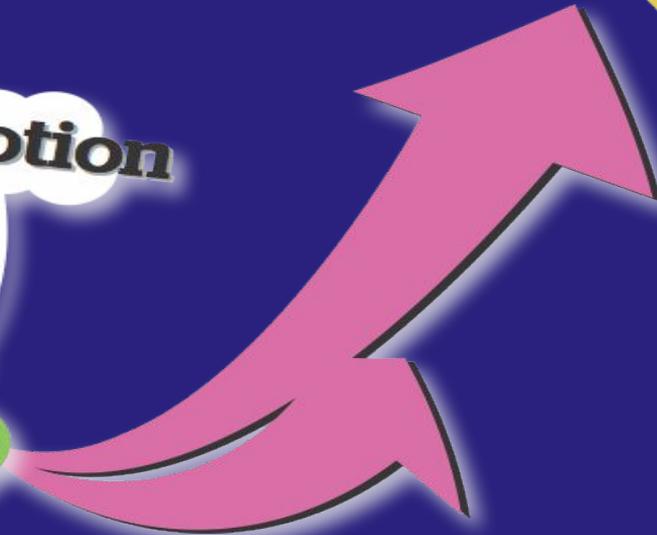
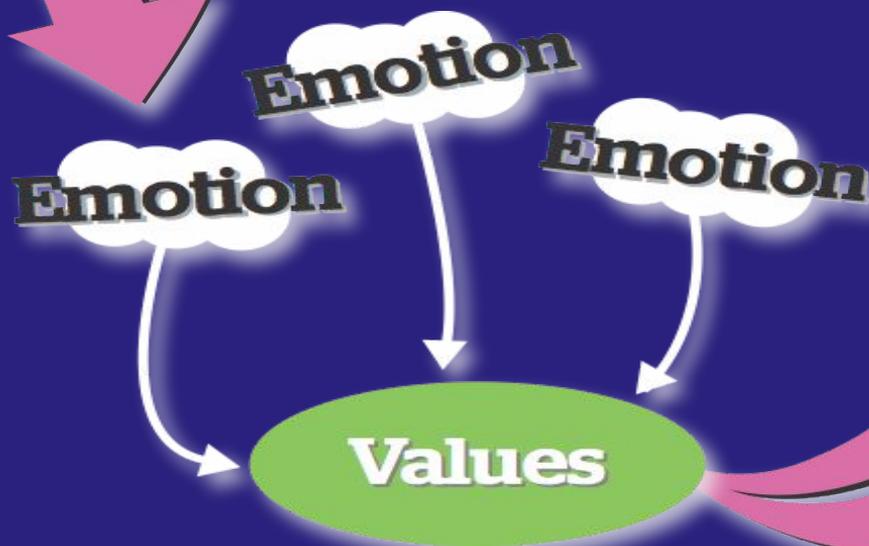
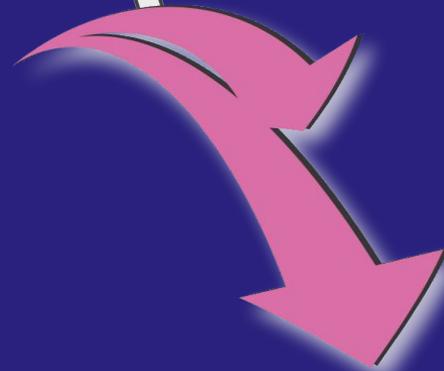
We **make meaning** by turning our feelings into a story.

Leaders intentionally activate our values by eliciting associated stories and feelings.



How do I frame the debate strongly *and* evoke motivational feelings? ***Tell a story!***

Why Story?



**ACTION!**

**STAGNATION**

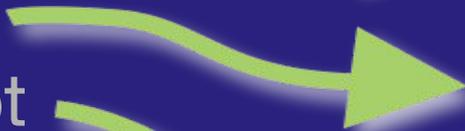
Inertia

Apathy

Fear

Isolation

Self Doubt



**URGENCY**

**ANGER**

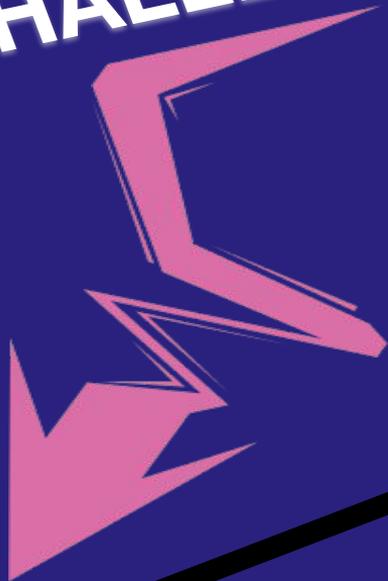
**HOPE**

**SOLIDARITY**

**ACTION**

**MOTIVATION**

**CHALLENGE**



**(outcome)**



**CHOICE**

**VALUE**

**PLOT**

# PUBLIC NARRATIVE

1. STORY OF SELF -- Your Story
2. STORY OF US -- Your Community's Story
3. STORY OF NOW -- Your Campaign's Story

# Self, Us, Now

**Stories of Self:** A Moment that called you to action.

**Stories of Us:** How your story is bound up with the stories of their community/audience?

**Stories of Now:** What are you calling others to do?



# 3 Parts of Public Narrative

**Self**

Invites others to be in a relationship with you

**US**

Invites others to join your community

**NOW**

Invites others to take ACTION



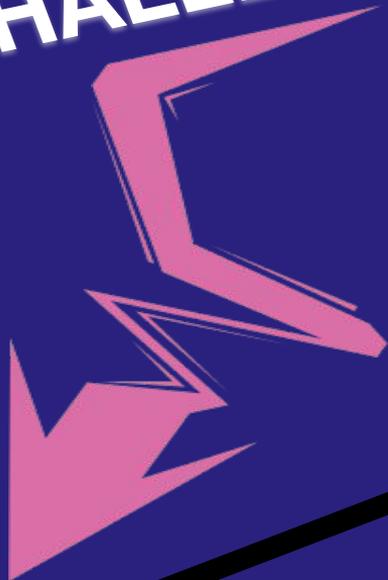
Stories are made of MOMENTS

MOMENTS are made of DETAILS

# Top Five Storytelling Tips!

1. Be Specific! Details bring people in.
2. Know your Audience! What is your shared challenge?
3. Be Selective! Choose your moments.
4. Be clear about your invitation
5. Practice! Practice! Practice!

**CHALLENGE**



**(outcome)**



**CHOICE**

**VALUE**

**PLOT**

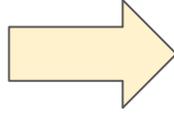
# Story of Self Exercise:

**Challenge:** A specific challenge you, your family, and/or your community faced that led you to choose to be an organizer and a leader.

**Choice:** The choice you had to make when faced with this challenge, the moment you chose to be a leader.

**Value:** The guiding value that drove you to make that choice.

## STORY



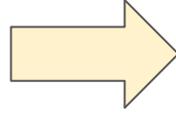
Opening: medias res *"It's hard to imagine ever being able to forget. It was approximately two years ago that I was sitting inside my jail cell when I noticed a tall figure climbing the top tier stair rail."*

Topic: focused, clear, contains the elements of the message *"After all, I was not a licensed mental health professional, and I had no experience in handling a crisis situation. I was simply an incarcerated man struggling with my own trauma and mental health challenges, which I understood were only exacerbated by my own conditions of confinement."*

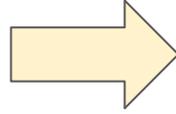
Emotion: *"I assured him that whatever was broken could be fixed...The anxiety I felt from the fear of potentially being seconds away from watching someone jump to their death was terrifying..."*

Detail: *"Over and over he shouted: "It's broken! It's broken!" He looked like a wrestler preparing to do a stunt, but this was not some billion-dollar, jam-packed arena, and wrestlers don't do stunts that end with them dead on a concrete floor.*

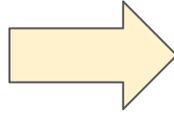
**STORY**



**SUPPORTING RESEARCH**

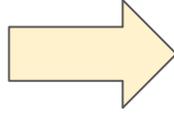


## SUPPORTING RESEARCH

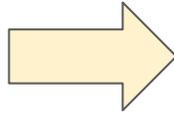


Numbers, statistics, and studies - show that this problem is larger than one story: *“Up to 64% of people behind bars suffer from trauma and mental health issues...“By default, the Orange County jail has become the de facto mental health hospital of Orange County,” Sheriff Don Barnes stated to the media...”*

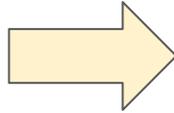
**STORY**



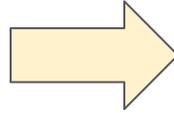
**SUPPORTING RESEARCH**



**MESSAGE**

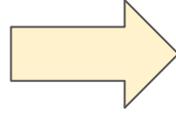


MESSAGE

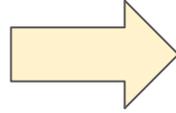


What does this mean? What should we do?: *“The mental health crisis in prisons and jails will not be fixed by adding 900 more jail beds, but rather, by using those millions to hire doctors and therapists in the community to treat mental health before it results in someone’s incarceration.”*

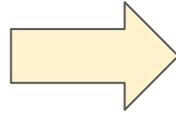
STORY



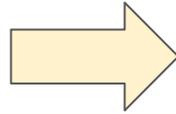
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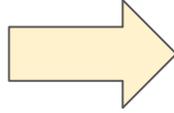
MESSAGE



STORY

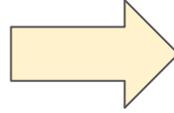


STORY



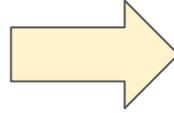
Conclusion - return to the heart: tie up loose ends and remind the reader why it matters. *"I was stunned by the extreme response from law enforcement and immediately regretted alerting them to what had occurred. John needed to be treated kindly by a doctor or a therapist, but, instead, he got the brutality of the law."*

STORY



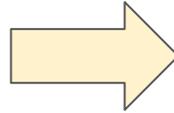
Who, what, when, why - the emotional rhetorical appeal

SUPPORTING RESEARCH



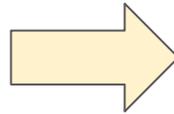
Who else, how much, what is the scope of the problem - what does the story mean in the big picture

MESSAGE



Put it together - what should we do about the problem described by the story and data?

STORY



Conclusion - bring it back to the heart of the piece, remind readers why this matters and why they should care

# Community Opinion

Voice of OC is interested in hearing different perspectives and voices on civic matters.

If you want to submit a community opinion piece [read these guidelines](#) and then send an email to [opinions@voiceofoc.org](mailto:opinions@voiceofoc.org).

## **Be credible. Check your facts.**

Let our readers know what your call to action or issue is. Be straightforward. Be civil. Tell us what you're about. If that involves holding an agency or official accountable, aka: calling them out, feel free to do so. Keep in mind that this space is not about attacking others.

Opinions expressed in community opinions belong to the authors and not the Voice of OC.

**Length:** Generally we ask for 750 to 1,000 words.

**Links:** Include links to relevant documents.

**Photos:** Enhance social media sharing by including a front page photo, your own photo, maps or other data. Please include captions and credits. You must have the right to republish included images.

**Excerpt:** Include an excerpt (50 word maximum); a short synopsis of what your piece is about. The excerpt should give the reader a reason to read your community opinion.

**Headline:** Write a headline.

**Bio:** Include the author's first and last name, town of residence and a brief biography (1-2 sentences), including affiliations with lobbying, special interest groups, or political parties if applicable.

**Writing:** AVOID USING ALL CAPS. It's the equivalent of shouting.

**After Publication:** Once your community opinion piece is published share your voice through social media platforms.