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For Immediate Release

Framing the Future

How Progressive Values Can Win Elections and Influence People

by Bernie Horn

“We progressives haven’t forgotten the principles that inspired America. But we have misplaced them. And worse, we’ve allowed right wing extremists to wave our ideals like a flag, rallying Americans to their distinctly un-American cause. It is time to right that wrong.”

—Bernie Horn

Our country is in peril. Since 2001, the federal government has been left in the hands of neo-conservative ideologues. In this period the administration has waged an entirely unnecessary war, run roughshod over the Constitution, spied on citizens, shattered the country’s reputation around the globe, converted the largest federal surplus in history into the largest projected deficit, and demonstrated a seemingly limitless capacity to ignore human suffering. Yet we must recognize that these actions, and the extremist values that they reflect, are not consistent with the ideals of this nation. But what are the beliefs of the American majority? And how can we begin to produce and elect candidates who will better serve those ideals?

In recent years several political analysts have persuasively argued that the key to reclaiming America from neo-conservative hands is to identify the values that the broadest spectrum of Americans voters holds dear, and then project them onto political campaigns and policy. With *Framing the Future*, long-time political consultant and strategist Bernie Horn brings this theory into practice. Horn delineates what he refers to as progressive values—beliefs that transcend bipartisan affiliations—and offers political candidates at all levels of government the necessary tools to employ them.

Using rigorous research, polling, and testing methods, Horn has identified America’s progressive core values as *freedom*, *opportunity*, and *security*. Although neo-conservatives have co-opted these terms and reframed these concepts for their own ends, *Framing the Future* provides candidates with the simple step-by-step instructions on how to articulate and reclaim these to reflect the concerns of progressives.

A senior director for policy and communications at the Center for Policy Alternatives (CPA) in Washington, D.C., Horn reveals key political approaches mastered by CPA students, including John Tester, the underdog from Montana who tipped the balance of power in the Senate, and Keith Ellison, the Minnesota congressman and devout Muslim who overcame vicious attacks by

—over—

conservatives for his spiritual beliefs. Through analysis of their strategies and campaigns, we gain access to the impressive potential of what Horn calls “value-based leadership.”

Offering a clear and groundbreaking framework of American values, *Framing the Future* gives readers the language they need to find common ground with mainstream voters. It will be received as one of the most critical literary contributions to the progressive effort to take back the White House.

*“Bernie Horn’s **Framing the Future** is a brilliant analysis of political processes and communication, and an essential toolkit for every progressive politician, activist, and interested voter.”*

*—Thom Hartmann, national radio host and author of **Cracking the Code: How to Win Hearts, Change Minds, and Restore America’s Original Vision***

“This is a great book! Bernie explains values and framing in a practical way that every activist can use. If you liked George Lakoff’s Don’t Think of an Elephant, you’ll love this.”

*—Celinda Lake, author of **What Women Really Want: How American Women are Quietly Erasing Political, Racial, Class and Religious Lines to Change the Way We Live***

*“Every football player requires a playbook from their coach. For public servants with progressive values, author Bernie Horn is our coach and **Framing the Future** is our playbook.”*

—Congressman Kendrick B. Meek

“Bernie Horn, a long term political operative knows that the pen is mightier than the sword. “Framing the Future” sharpens the Democratic stylo with forthright, practical advice in this engaging hands-on manual on how to win elections by winning the war of words. A must read for bloggers, political operatives, and all who love our country.”

*—Kathleen Kennedy Townsend, former lieutenant governor of Maryland and author of **Failing America’s Faithful***

Bernie Horn has worked on real-world politics and public policy for the past thirty years as a lawyer, campaign manager, lobbyist, PAC director, and political consultant. He currently serves as policy director for the Center for Policy Alternatives, one of the premier leadership training think tanks in Washington, D.C. He has appeared many times on radio and television; past appearances have included spots on ABC, NBC, CNN, CSPAN, FOX News, MSNBC, “All Things Considered,” and “The NewsHour with Jim Lehrer.” Over the years, he has helped elect and reelect hundreds of federal, state, and local officials.

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