

MESSAGE GUIDE: PROTECT PUBLIC EDUCATION



IOWA
VOICES

MESSAGE GUIDE:

PROTECT PUBLIC EDUCATION

Iowa has a long history of prioritizing excellent public schools. We take pride in fully funding the public schools that provide Iowa kids an honest education, a collective history of our most cherished achievements as well as our most painful wrongdoings. Teaching our kids these truths helps them learn about the world and themselves.

Unfortunately, MAGA extremists have been attacking our teachers and their lesson plans. At the same time, Governor Reynolds has often sided with them, while failing to fully fund our public schools.

We know educators and public schools add value to our communities. Our tested images help advance support for teachers and public schools, encouraging Iowans to support policy makers committed to fully funding our public schools and backing our teachers.

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MESSAGE GUIDANCE

Start with a shared values statement.

Name the problem and define the opposition to our shared value. **Don't repeat the opposition, even to negate. Speak proactively to reframe the issue.**

Frame the opposition as a "hurdle" we can overcome, rather than a "barrier" that stops us.

Make voters the protagonists and focus on values.

Provide tangible outcomes, and end with a call to action.

Emotion and **repetition** are powerful tools to use for every message. They help our allies remember the talking points and stay on message, allowing us to speak as a united front and frame the discussion.

WINNING EDUCATION IMAGES + MESSAGES:

 <p>MARTIN LUTHER KING JR. HARRIET TUBMAN. ANNE FRANK. SACAGAWEA.</p> <p>OUR KIDS DESERVE TO HEAR THEIR STORIES AND LEARN FROM OUR COLLECTIVE HISTORY.</p>	<p>Iowans know as our kids learn about history, they learn about community and themselves. Parents and teachers provide that, but MAGA extremists are trying to take away lessons and books that help kids learn about themselves and others. We don't need politicians in the classroom. We need them to fully fund public schools and support educators.</p>
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Our kids rely on our teachers. Parents trust them. But MAGA extremists are driving teachers out of our schools and our state with their disrespect. We need to address teacher and staff shortages, provide competitive compensation, and support those who do so much for our kids.



Public school educators are parents too. They're taxpayers and active members in our communities. They have always worked with parents to ensure kids get what they need to succeed. Together, parents and teachers got our kids through the pandemic. Trust parents and educators to keep doing what's best for Iowa kids.

 <p>KIDS ARE OUR FUTURE. OUR HEROES</p> <p>SUPPORT PUBLIC SCHOOLS AND PROVIDE A STRONG FUTURE FOR ALL OF US.</p>	<p>A strong education leads to strong communities and a strong economy. It's time we give kids all they need to succeed. Hire more public educators. More teachers, more counselors, and more support staff. Let's give our kids the resources they need to grow our communities and our future.</p>
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SAMPLE LTE

Please use our guidance to frame your personal story and unique passion on this issue.

I've been so proud of Iowa schools all my life. Having gone to school at the height of our excellence I never thought we could slip. But today, Governor Reynolds is failing to fully fund our schools and support educators. She's even letting MAGA extremists and members of Iowa's Republican-led Legislature attack history lessons and attempt to ban books.

Iowans know as our kids learn about history, they learn about community and themselves. We don't need politicians in the classroom. We need them to fully fund public schools and support educators.

If we don't start focusing on our kids and trusting teachers to do their jobs, we'll keep driving teachers out of our schools and our state. We need to address teacher and staff shortages, provide competitive compensation, and support those who do so much for our kids. Let's motivate teachers to stay in Iowa by giving them the respect they deserve, and fully fund the public schools our kids rely on.

KEY RESEARCH TAKEAWAYS

Support to fully fund public schools and trust parents and teachers is already high, with a baseline of support around 70 percent.

Our most **motivating message** to further encourage Iowans to vote for those who prioritize fully funding our schools is **Honest Education**. It was the only message deemed broadly persuasive, **increasing agreement to keep public funds in public schools by 8 points**.

Regarding trusting parents and teachers, not politicians, to educate our kids, no message was particularly strong but the best was Be for Teachers, just ahead of Honest Education, and Parents and Teachers. Our Strong Schools message moved progressives and independent voters slightly further in agreement with fully funding public schools and trusting teachers, but among a broader group of Iowans it had no effect.