

Date : 2/18/2019 4:39:50 PM  
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To : "Lindsay Schubiner" lindsays@wscpx.org, "Karan Tucker" ktucker@jannus.org  
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Subject : [External] RE: Suggested messaging

Thanks again for the talking points Lindsay and WSC. They are great.

Group, I chatted with Buta and Tecle and added them to our email.

Do people think it would help to have a conversation about the talking points and our strategy tomorrow? We are still hopeful that this specific story will fade away. We continue to ask partners to refrain from being proactive in attracting media attention around this story. With that said if reporters start calling around it might be good for the group to have a strategy on when and who responds. It is a fine line to get our message in a story that is already going to print verse helping journalist create a story that might not have print value without us.

Thoughts?

Tara

**From:** Lindsay Schubiner [mailto:lindsays@wscpx.org]  
**Sent:** Monday, February 18, 2019 12:59 PM  
**To:** Karan Tucker <ktucker@jannus.org>  
**Cc:** Tara Wolfson <twolfson@idahorefugees.org>; Ellen Campfield Nelson <Ellen@agnewbeck.com>; Christina Bruce-Bennion <cbrucebennion@idahorefugees.org>; Lana Graybeal <lgraybeal@cityofboise.org>; arm.laura@gmail.com; arm.nick@gmail.com; tony.fisk@saintalphonsus.org; Bryan Lyda <Bryan@engagingvoices.org>; Slobodanka Hodzic <shodzic@jannus.org>; Kara Fink <kfink@idahorefugees.org>; megan.schwab@rescue.org; Kelly Miller <kelly@engagingvoices.org>; mjournee@cityofboise.org; Haley Williams <hiwilliams@cityofboise.org>; Julianne D.Tzul <julianne.donnelytzul@rescue.org>; Zeze Rwasama <ZRwasama@refugeecenter.csi.edu>; gina\_m\_finley@hotmail.com; Leo Morales <lmorales@acluidaho.org>; Maria Andrade

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**Subject:** Suggested messaging

Hi all,

I've pasted below some suggested talking points that you may want to consider or adapt as needed if the story grows. Thanks again to Kelly for sharing your framing, which has informed this as well!

I'm now seeing the story on a couple additional far-right sites, such as the overtly white nationalist VDARE, where a post from last night is framed around the question of the race of the 18-year-old who was assaulted.

Best,  
Lindsay

## PRELIMINARY MESSAGING FRAME

Values to tap: 1) Justice 2) Fairness 3) Education

Messengers: 1) Boise Progressive Leaders

Targets: Boise Residents; Community Leaders/Elected Officials; Media

Barriers to overcome: Perception that refugee communities are violent or dangerous

1. The reports of an alleged rape of an 18-year-old in Kuna by four teenagers is distressing. Like you, we are angry and sad. Our hearts go out to the survivor and to all victims of violent crime and sexual assault.
2. It is the job of law enforcement and our judicial system to investigate the perpetrators of this heinous act and hold them accountable. We have faith that the legal system will ensure that justice is served.
3. Sexual violence is a serious epidemic in this country, regardless of who the perpetrators are. Much more needs to be done to educate young people on consent, and on understanding and preventing sexual and gender-based violence.
4. Despite our anger and sadness, we must not use this as an excuse to discriminate against an entire ethnic or religious group. Attributing the acts of a few individuals to an entire group of people doesn't help reduce violence.

Potential talking points depending on the direction of news stories:

5. All people want to protect their families from violence and abuse. This is an opportunity to engage in education across all communities, especially among young people, to better understand consent and how to prevent sexual assault.
6. We must encourage our elected officials to support policies that make our communities safer for girls and women and discourage them from using this situation for political gain.

On Sun, Feb 17, 2019 at 4:08 PM Lindsay Schubiner <[lindsays@wscpdx.org](mailto:lindsays@wscpdx.org)> wrote:

These are some great ideas that folks have been sharing on this list.

I also want to send out some information on personal and organizational safety in case it's helpful. I've attached some basic suggestions and would be happy to chat more with anyone about specific concerns that arise.

Best,  
Lindsay

On Sun, Feb 17, 2019 at 1:50 PM Karan Tucker <[ktucker@jannus.org](mailto:ktucker@jannus.org)> wrote:

Tara, your words sounds like a perfect op ed to get in the Statesman, at a minimum. Kelly, a physician, mental health provider, even the Mayor or maybe Chief Bones may be where the submission should come from so it isn't from the Idaho Office on Refugees.

Kelly, your talking points and other ways to be engaging groups is powerful.

Grateful for partnerships and community.

Sent from my Verizon, Samsung Galaxy smartphone

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Lindsay Schubiner | MOMENTUM Program Director  
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