

## Real Solutions, American Values

This memo offers communications advice on building support for common-sense immigration reform and other policies that integrate immigrants into U.S. society. It highlights **top scoring messages among African American, Latino and White Progressive likely voters** identified in a “hot-off-the-presses” survey conducted by Gfk Roper Public Affairs and Media for The Opportunity Agenda. Additional tools and materials, as well as the chance to offer feedback, are available at [www.OpportunityAgenda.org](http://www.OpportunityAgenda.org).

### *A Winning Narrative on Immigration in preparation for the March 21<sup>st</sup> march in Washington, D.C.*

A “**Core Narrative**” is a set of broad themes and values that help to connect with persuadable audiences and build support for change. **Our research found that there is strong, broad agreement for the core narrative across key audiences. The Pro-Immigration Narrative has three main elements:**

- 1) Workable Solutions:** *We need to fix our broken immigration system, so people can get legal, contribute, and participate fully in American economy and society.*
- 2) Upholding Our Nation’s Values:** *We need a system that protects all workers from exploitation and depressed wages and allows us to all rise together.*
- 3) Moving Forward Together:** *We need policies that allow everyone who lives here to work and participate in our society.*

### **Top Scoring Messages among African Americans, Latinos and White Progressives**

- ▶ **Against big business:** *“One reason that our immigration system is broken is that big business likes cheap labor that they can control. We need a system that protects workers from exploitation and allows us to all rise together. What we don't need is those with only an eye on greed and profit dictating how the immigration system should work.”*
- ▶ **Need solutions:** *“It doesn’t make sense to spend billions of dollars rounding people up, breaking up families, shutting down businesses, and deporting people who are working, learning English and putting down roots here. We need a real solution where people can*

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*come out of the shadows and register, and start working toward citizenship.”*

- ▶ **Basic Rights:** *“This country is founded on the idea that we all hold certain basic rights, and that it's wrong for any group to be exploited or mistreated. Our current immigration system allows for the exploitation of workers and the denial of due process among others. We need to reform the system to prohibit mistreatment of immigrants or anyone else, whether it's hate crimes, racial profiling, or exploitation by unscrupulous employers.”*
  
- ▶ **Jobs and Immigrants for African Americans:** *“In reality, job opportunities for African Americans are related to circumstances we know well: the legacy of racial discrimination, poor educational opportunities, the decline of factory jobs. Immigrants and immigration don't change those factors one way or another. But, as President Obama has said, fixing our broken immigration system will improve wages and the economy for all workers, and should be combined with efforts to promote equal opportunity for all Americans.”*