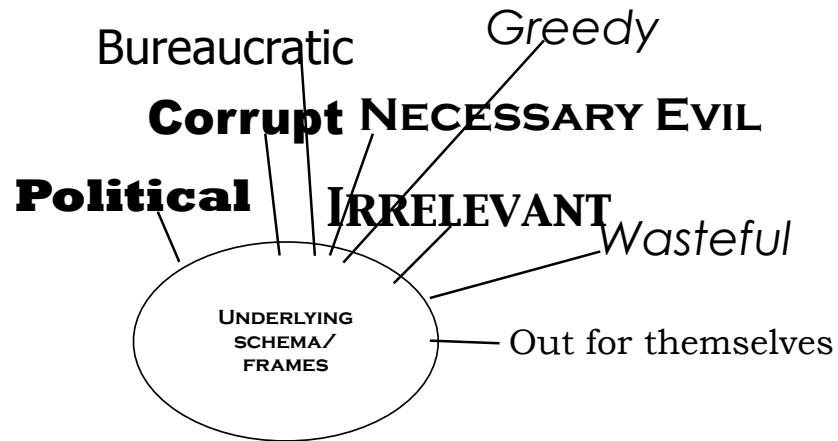


“Government”



The overarching challenge:

The dominant frames of:

- Consumerism
- Capitalism/Free Market
- Government as "them"

Are overtaking:

- Citizenship
- Democracy
- Government as "us"

"... it all comes down to whether you look out and see a nation of consumers or a nation of citizens."

- Bill Moyers

Missing frame ingredients in the public's thinking about government

- Its mission as distinct from, but not antithetical to, business
- A persona more in keeping with democratic ideals: *protector, responsible manager, long-term planner, the people's voice*
- Its connection to values that the country as a whole embraces: *future, stewardship, and the building and preservation of community*
- Reinforcement of the notion of shared fate, in the form of the common good or quality of life, which gives rise to government in the first place

New Tools to Work With: Two Values

- The Protection Frame communicates that the role of the public sector is to protect citizens from physical and financial harm.
- The Common Good Frame states that public sector institutions rely upon citizens who work together to come to consensus for the common good and to improve quality of life.
