

AFL-CIO Short Narrative On Freedom and Unions

In America, we value our freedom. Working people deserve the same freedom corporate CEOs have: the freedom to negotiate a fair return on our work so we can provide for our families. But the rich and powerful are taking away the freedoms people in unions have won for all of us. Real freedom is about more than making a living; it's also about having time to take a loved one to the doctor, attend a parent-teacher conference and retire in dignity. We must protect our freedom to join together in union. Standing together, we can fight for our freedom to prosper.

Claims “freedom” as our own value and contested the right wing definition of it.

Taps into populism and begins to suggest

Reminds us that money to pay people comes from their work.

Moves demands beyond individual, monetary realm to more emotional space

Returns to populism and makes villain explicit.

Returns to wider frame of family.

Returns, once more, to core value of freedom, placing joining together in

AFL-CIO - Words to Use When Talking About Unions

Words to Use	Words to NOT Use
✓ Freedom	X Freeloader
✓ Working people	X Middle class
✓ Take away our freedom to join together and negotiate	X Keep us from joining unions, make it harder to join unions
✓ Fair return on work	X Hard work should be rewarded
✓ Corporate lobbyists, wealthiest 1%, CEOs, wealthy corporations	X Business
✓ Freedom to join together ✓ Freedom to stand together in union	X Protect unions X Right to join unions
✓ Power in numbers	X Unions do [X] for us

<ul style="list-style-type: none"> ✓ Guarantee our freedom to come together in union 	<ul style="list-style-type: none"> X Strictly enforce our right to join unions
<ul style="list-style-type: none"> ✓ Working together ✓ Join together in union 	<ul style="list-style-type: none"> X Unionized X When working people are in unions
<ul style="list-style-type: none"> ✓ Negotiate together ✓ Negotiate a fair return on our work 	<ul style="list-style-type: none"> X Collective bargaining, bargain collectively