AGENDA

1 Understand basic goals and layout of the third GM Module
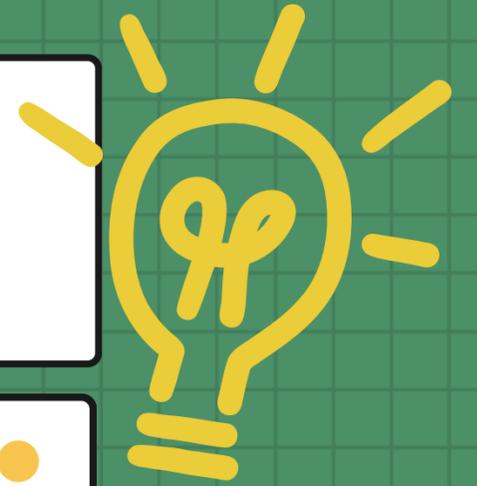
2 Review key concepts

3 Anticipate pushback on traditional frame usage

4 Learn about additional resources

MODULE 2
Reframing

Purpose

Apply the social science concepts and communications techniques we've covered so far to help attract different audiences to your events, and hold convincing conversations with middle adopters
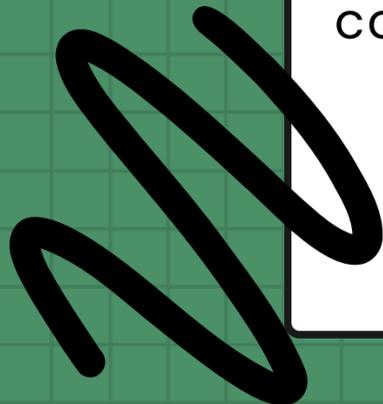
Module Goal

Participants will understand the importance of specific frames and apply reframing strategies to their own context

Looking Forward

This module is the beginning of our transition to applying concepts to day to day outreach, the next modules will dive into how to craft outreach that achieves reframing themes
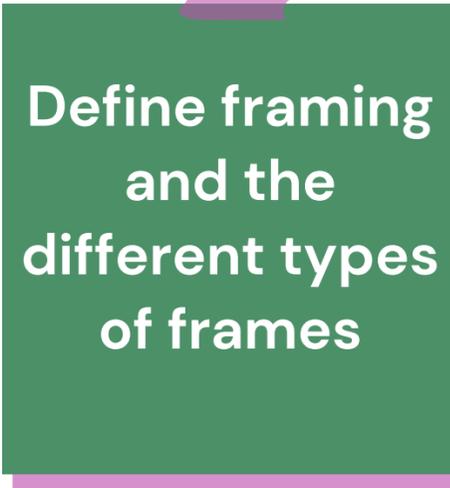
REFRAMING TO FIT TARGET AUDIENCES

CONTENT FOCUSED MODULE

- Mostly an example-focused module
- 1 interactive exercises:
  - Characterizing a target audience
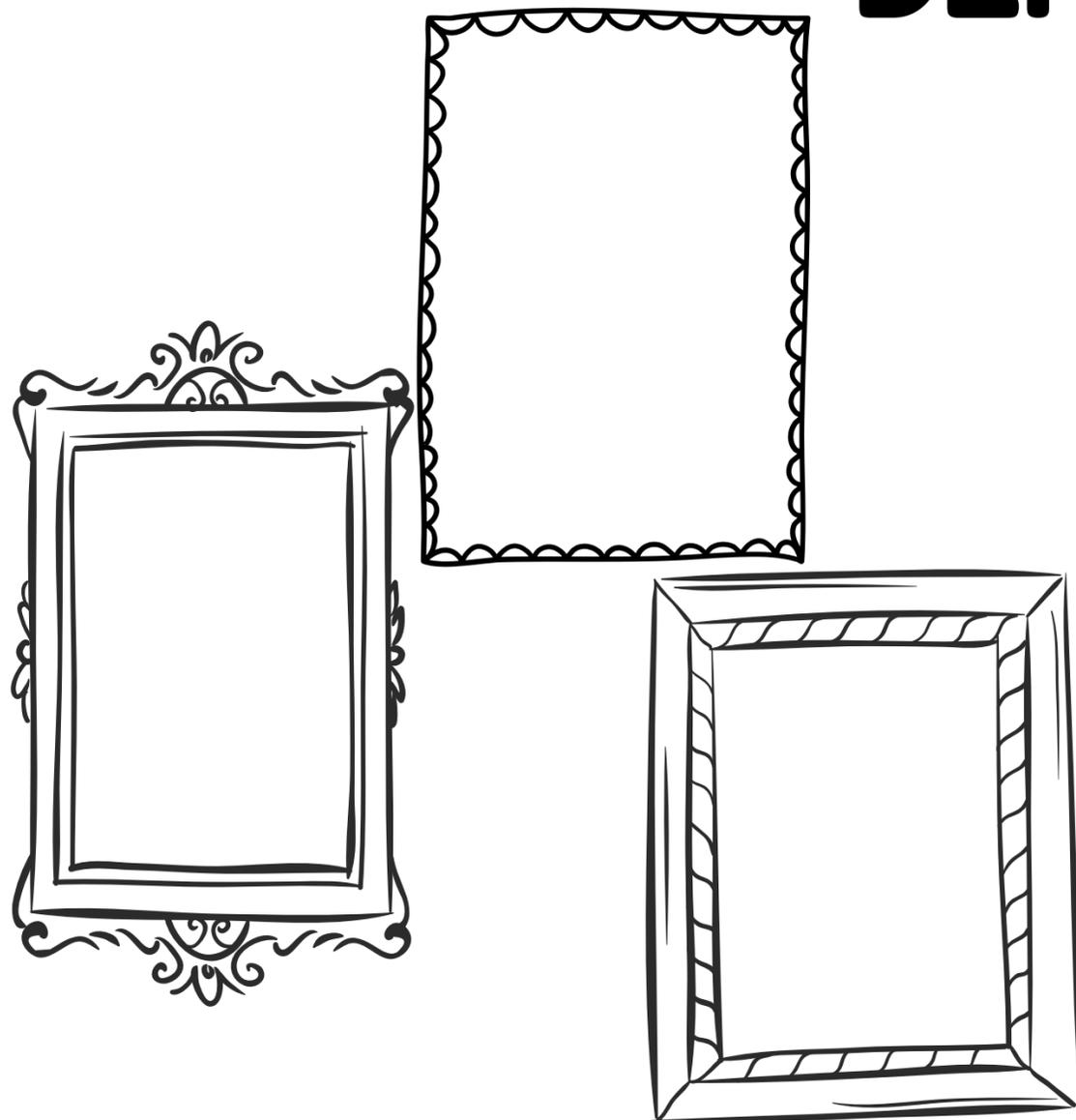
Define framing and the different types of frames

Explain the limitations with traditional outreach frames

Describe reframing examples to appeal to specific audience motivations

DEFINING FRAMES

- Framing is a way of structuring or presenting an issue to an audience
  - Use terms, phrases, and imagery to connect to motivations, past experiences, and emotions
  - Framing is important because it helps the outreach work within the audience's assumptions, norms, and values
- Two types of frames
  - Single Issue frames focus on one issue or characteristic
  - Common Ground frames focus on shared experiences, values, or emotions

CONNECTING FRAMING CONCEPTS TO MIDDLE ADOPTERS

- Remind about middle adopter concerns: risk, and social norms
  - These are major motivators and emotions that middle adopters are seeking solutions for
  - Advertise how to address these concerns to attract the audience and help them get the resources they need
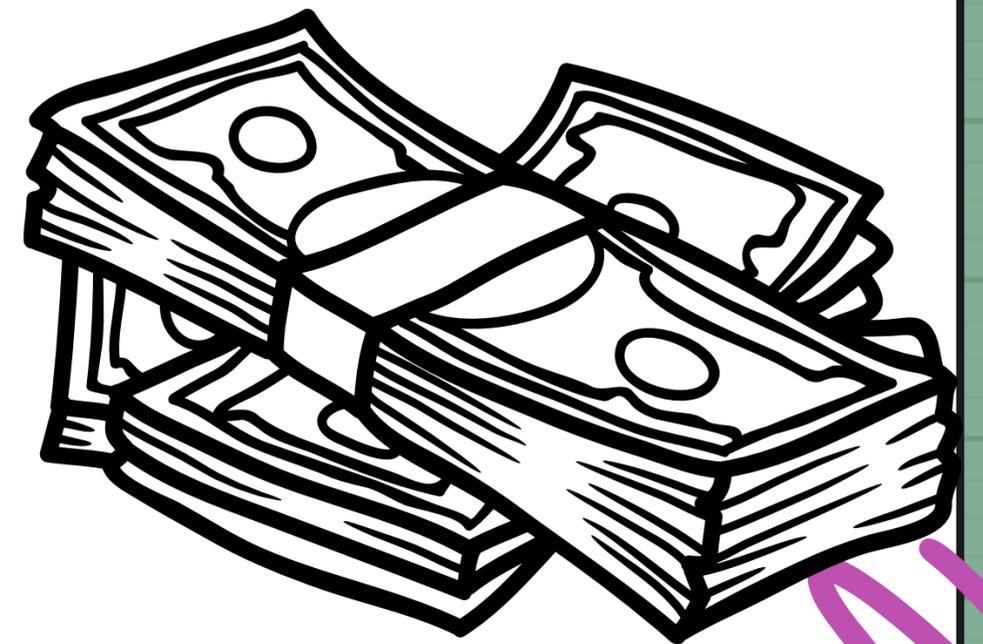
TRADITIONAL FRAMES

Traditional outreach frames center on economics, yield, or environmental impact
- These are important aspects to all farming decisions, but low adoption after years of outreach shows they aren't enough alone to convince farmers
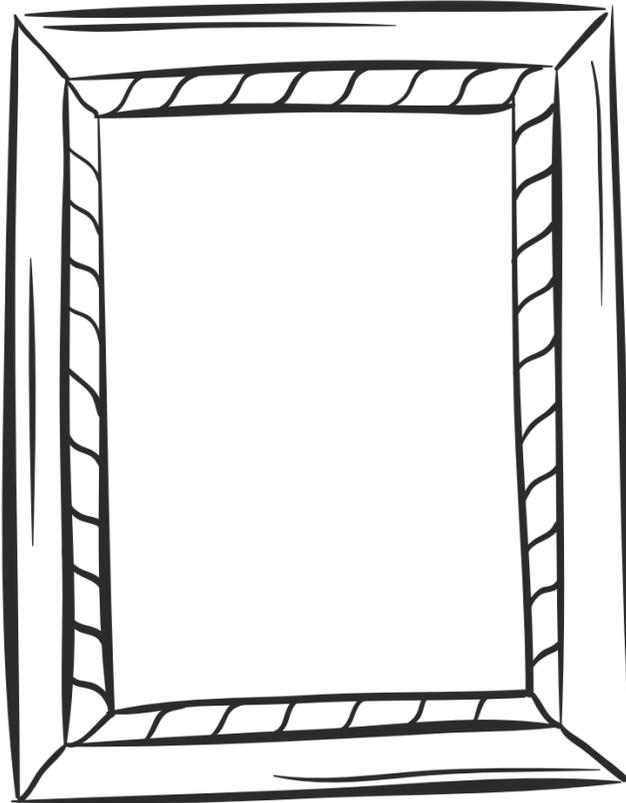- You can layer these frames, along with additional motivations to better reach middle adopters

Examples:
- "Concerned about rising fertilizer costs? Supplement with cover crops"
- "Maximize Profit Margins Instead of Yield"

ALTERNATIVE FRAMES

- Alternative frames use motivations and barriers experienced by middle adopters and other specific audiences
- Getting specific with your audiences helps:
  - attract people to your events
  - draw the correct audience for the resources you're offering
  - increase the impact of your outreach
- In this section, we'll go through a few types of alternative frames with examples for each. Make sure to share what audience would be a good fit for each frame and ask the participants if they have seen success with certain frames

RISK MANAGEMENT

Risk management frames focus on:
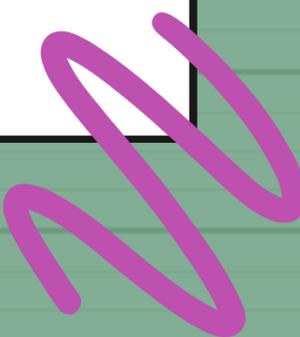- Reducing risk,
- Contextualizing risk,
- Protecting from weather disasters,
- Increasing efficiencies,
- Staying profitable

"How to improve the resilience of your farm operations" – this shows how to mitigate the risk that is keeping farmers up at night

Ask the audience how they've used risk management to frame their outreach.
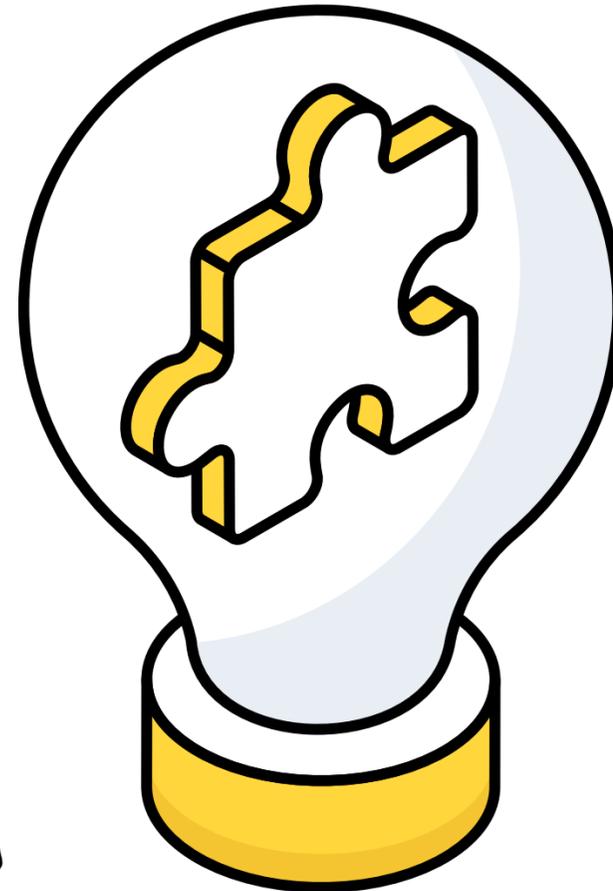
RISK MANAGEMENT

Problem solving frames focus on:

- Managing soil moisture,
- Reducing top soil loss,
- Improving pastures,
- Maximizing profit margins/reducing input costs,
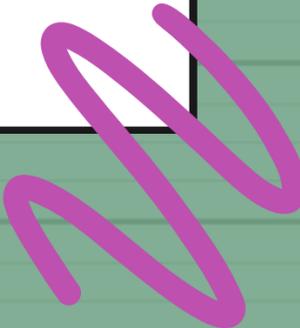- Altering work/life balance

"New Cover Crops and Old Equipment" – this shows how to problem solve with your current equipment to make cover crops work for you.

✳ Ask the audience again if they've used this frame, remind them to push past the benefits of soil health to get specific to on farm problems

- Many farmers also identify as fishers and hunting, you can appeal to this identity using a recreation frame
- Recreation frames include:
    - Habitat restoration
    - Links between wildlife and land/water
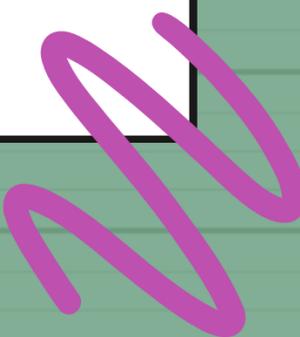   - Appealing to the nostalgia of certain wildlife on their land

Host a Farm Fishing Day where you go fishing on a farm and talk about conservation that helps support local fish and wildlife
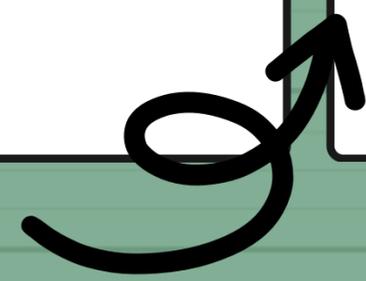
*Ask if anyone has used the recreation frame

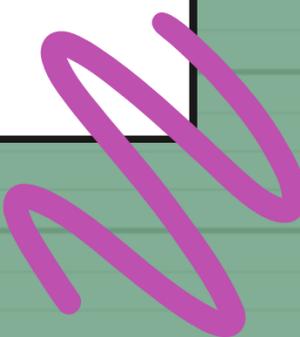Almost all farmers identify as land stewards, you can shift the traditional environmental impact frame to focus on the community of farmers as land stewards

- Land stewardship frames focus on:
  - Local water quality
  - Weather variability or climate change (combine this with risk management!)
  - Farmer communities and representing the farmer image as land stewards

"The future of the agriculture industry is being proactive"

This frame can appeal to several audiences in different ways

- Retiring farmers looking for who to pass down their farm to and how
- New generations hoping to honor past family legacies
- Family farmers balancing family and their business
- Creating a community of mentorship and farmers with goals to keep the land in the hands of farmers

FARM LEGACY

"Women Caring for the Land"
"Leaving it better for the next generation".

ANTICIPATE QUESTIONS TO FRAMING EXERCISE

- Challenge participants to get specific with their audience – encourage them to dig deeper than "farmers that are eligible for our program:
- Ask about the specific motivations this audience has – again, deeper than "making money"
  - What problems do you expect this audience to have?
  - What resources does this group lack?
  - What specific information do you have that can address these?
- Encourage participants to be specific with their event and the information they are sharing

UP NEXT...

- We've talked about examples of events and outreach that use the social science and communications we've learned so far, now how do you actually create an event that fits with these frames?
- Key point: Need to create outreach that is very specific to a specific audience
  - Speakers will talk about what these events look like, and finding the right speaker for the right audience
  - Planning and evaluation will talk about how to match your outreach to your long term goals, and measure the success of achieving those goals

THANK YOU