



Upcoming online classes at The Goodman Center		
RUN MEETINGS	PLAN CAMPAIGNS	TELL STORIES
Meetings for People who Hate Meetings	Strategic Communications: Cutting Through the Clutter	Ethical Storytelling: The Case for Asset Framing
September 16 & 18 9am - 10am PT	September 30 & October 2 11am - 12pm PT	October 7 & 8 11am - 12:30pm PT

## Take a “Real Good Survey”



**CENTER FOR  
PUBLIC INTEREST  
COMMUNICATIONS**  
UNIVERSITY OF FLORIDA

Do you work in or study the field of public interest communications? Please help our friends at the Center for Public Communications at the University of Florida describe and define the field by taking part in their brief, less-than-15-minute [Real Good Survey](#).

You can add your email at the end if you are interested in learning the results. I know I did!

## Are You Still Deficit Framing? (cont.)

The good news is that we already [know how to asset frame](#). Need proof? We asset frame the Elizabeths of the world. We asset frame our CEOs, EDs, Staff, donors, and volunteers. We do it intuitively. They, too, may come from broken homes or may have struggles with addiction, and maybe they even share that part of their story. BUT, we don't introduce them that way on our websites, at our galas, or in our annual reports.

The goal is to practice introducing our clients/partners/neighbors the same way.

*“Randy is a fierce advocate for social justice and the power of second chances. He has committed the last 20 years of his life to advocating for systems change and becoming a role model for his son. Randy devotes his life to this, because he has made the most of his second chance.*

*Randy survived childhood against the odds... [continue story]”*

For organizations that advocate social justice, anything other than asset-framing is antithetical to the work you do. Deficit framing perpetuates the judgments and myths behind who *needs help* and who *gives help*. It is an ethical pothole too many of us drive right into.



Trabian Shorters

This fall, we are excited to offer a virtual session of our **Ethical Storytelling workshop**. In the class you will dig deeper into **Trabian Shorter's** concept of Asset Framing, practice it in your stories, and explore more frameworks and resources for storytelling that deepen your impact while honoring your mission and the people you serve.

Until then, practice making the intros for your Randys sound a lot more like the intros for your Elizabeths. That's a move in the right direction.

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## About Us

This edition of *free-range thinking* was written by Kirsten Farrell and edited by Jasmine Elist. To read back issues, download free publications, and to learn more about our work, please visit [www.thegoodmancenter.com](http://www.thegoodmancenter.com).

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