

## Communications Tool: Standing for Voting Rights

# Messaging Response to Louisiana v. Callais

The Supreme Court’s recent decision in *Louisiana v. Callais* has raised significant concerns regarding fair representation and the potential for anti-democratic redistricting. Based on requests from some of our partners, we have applied the evidence-based pro-democracy narrative pillars and developed a message framing grounded in the Freedom Matters narrative. This messaging is designed to help you with outreach and engagement related to this threat to a core democratic principle.

To support your communication efforts, this tool provides three distinct messaging variations tailored to different audiences and strategic intentions—Persuasion (*to encourage bipartisan agreement*), Civic Clarity (*to define the issue and stakes for a broad audience*), and Mobilization/Activation (*to drive urgency and action by those already in agreement*). These are not necessarily intended to be used verbatim (although they certainly can be, if you wish), but rather to serve as inspiration for messaging you create to meet your stakeholders' needs and match your strategic intentions. The tool also includes some sample calls to action. Select or create new calls to action based upon your specific goals.

To help tailor these messages to your specific field, we are including our [Narrative and Message Application Worksheet](#). This worksheet provides a step-by-step framework to help you identify your specific messaging goals and layer in the stories or data that will connect to your unique audience(s).

The messaging shown on the next page is color-coded to identify words that reflect one of the nine core values identified through research to be most powerfully associated with democracy (especially, freedom, fairness, and fearlessness/strength).

FREEDOM	FAIRNESS	FEARLESSNESS / STRENGTH
REPRESENTATION	RESPONSIBILITY	SAFETY / SECURITY
HONESTY	PROSPERITY	FAMILY / BELONGING

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<b>PERSUASION MESSAGE</b> (to encourage bipartisan agreement)	<b>CIVIC CLARITY MESSAGE</b> (to define the issue and stakes for a broad audience)	<b>MOBILIZATION/ACTIVATION MESSAGE</b> (to drive urgency and action by those in agreement)
<p><b>Fair Representation and Equal Treatment Under the Law Must Be Protected</b></p> <p><b>Freedom</b> is at the heart of American democracy. That includes the <b>freedom to vote</b> in elections that are <b>fair, accessible, and free</b> from <b>discrimination</b>. For decades, the <b>Voting Rights Act has helped uphold that standard</b>, particularly in places where voting rules or district lines risked <b>treating some communities unfairly</b>. The Supreme Court's decision in <i>Louisiana v. Callais</i> changes how those <b>protections</b> can be applied, <b>making it harder to challenge</b> when <b>unfair</b> voting maps are being drawn. When <b>some communities</b> can be <b>drawn out of full and fair representation</b>, it affects whose <b>voices are heard</b>—and <b>whose are not</b>. <b>Eliminating a community's voice</b> in the political process makes it impossible to <b>hold elected officials accountable to represent that voice</b>. This raises real concerns about whether voting rules are <b>fair and applied consistently</b>. And when people don't have <b>equal access to vote, freedom</b> itself is <b>weakened</b>. A <b>strong</b> democracy depends on <b>clear rules</b> that <b>apply equally to everyone</b> and <b>ensure that representation reflects the people</b>.</p>	<p><b>The Supreme Court's Decision Undermines Fair Representation and Equal Voice</b></p> <p><b>Every American</b> deserves the <b>freedom to participate in free and fair elections—no matter who they are or where they live</b>. But when <b>courts make it harder to challenge discrimination</b> in voting laws, it puts that <b>freedom at risk</b> and <b>weakens trust</b> in our democracy. The Voting Rights Act was created to <b>confront</b> the <b>barriers</b> that <b>many communities</b>—especially Black Americans—have faced and move our country closer to realizing the promise of <b>freedom and fairness</b>. The Supreme Court's decision in <i>Louisiana v. Callais</i> will <b>make it harder to challenge</b> when <b>unfair</b> voting maps are being drawn. When <b>some communities</b> can be <b>drawn out of full and fair representation</b>, it affects whose <b>voices are heard</b>—and <b>whose are not</b>. That undermines the <b>fairness</b> of our system and reduces <b>accountability</b> for those in <b>power</b>. <b>Protecting</b> our democracy means <b>guarding against discrimination and unequal treatment</b>, and <b>ensuring</b> that <b>every community's voice</b>—and <b>vote</b>—<b>counts</b>.</p>	<p><b>The Supreme Court Just Made It Harder to Fight Voter Discrimination</b></p> <p><b>Freedom</b> in a democracy means <b>every person</b> must have the <b>right to vote</b> in <b>free and fair elections</b>—and have that <b>vote counted equally</b>. When courts <b>weaken</b> legal <b>protections</b> against voter <b>discrimination</b>, that <b>freedom</b> is put <b>at risk</b>. For generations, Black voters and other communities of color have <b>faced barriers designed to dilute</b> their political <b>power</b>. The Voting Rights Act was one of the most important tools <b>communities</b> had to <b>fight back</b>. The Supreme Court's decision in <i>Louisiana v. Callais</i> <b>makes it harder to challenge when unfair</b> voting maps are drawn to <b>intentionally deny their community power</b>. And when <b>some communities</b> can be <b>drawn out of full and fair representation</b>, it determines whose <b>voices count</b>—and <b>whose are pushed aside</b>. That strips away <b>representation</b> and undermines the <b>freedom and accountability</b> our democracy depends on. <b>Standing up</b> for the <b>right to vote</b> and to be <b>fairly represented</b> is not optional. It's the only way to make it possible for <b>our</b> democracy to live up to its promise.</p>

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### Sample Calls-to-Action

Calls-to-Action need to align with each effort's role and areas of focus (e.g., fighting partisan redistricting at the state level, voter education and protection, congressional education on the need for voting rights bills, etc.). Here are a sample of potential calls to action:

1. Stay informed about how court decisions and voting laws in your state affect free and fair elections.
2. Talk with friends and family about why equal access to voting matters.
3. Learn more about—and pay attention to changes in—how district lines and voting rules are taking shape in your community.
4. Contact your state or local representatives to express your support—and ask for their commitment to—fair voting practices.
5. Let candidates for state and federal office—regardless of party—know that their commitment to fair voting practices is important to you as a voter.
6. Support organizations in your community and state who are working to protect equal access to voting.
7. Speak out against policies or legislative maps that weaken fair representation in your state.
8. Support legal and policy efforts that challenge discriminatory voting practices.

For more information about the Pro-Democracy Narrative Playbook initiative, please visit [ProDemocracyNarrativePlaybook.org](https://ProDemocracyNarrativePlaybook.org), email us at: [info@prodemocracynarrativeplaybook.org](mailto:info@prodemocracynarrativeplaybook.org), and follow us on [LinkedIn](#).