



Othering
& Belonging
Institute

We The People Media & Messaging Guide

BACKGROUND

This new animated short exposes how US corporations have used divide and conquer tactics to distract from the harm they do to society and the environment—and generate enormous profits for the wealthy few. The video, produced by the Othering & Belonging Institute’s Blueprint for Belonging project in partnership with the Sunrise Movement and Workers’ Center for Racial Justice, sheds light on how narratives of scarcity (“There aren’t enough jobs for everyone,” “We can’t afford to pay a living wage,” etc.) have been wielded to distract the public from seeing just how wide these corporate profit margins really are for the benefit of the super-wealthy few.

As the video points out, these corporates have amassed tremendous wealth and power at the expense of families, working people, and the environment. Corporate oil giants, for example, knew for decades that burning fossil fuels harms the climate, and yet they continued to extract resources from the earth while bankrolling politicians and false experts to deny the reality of the crisis. This is just one example of how corporates have used sneaky tactics, divide and conquer politics, and false messaging to lead the public off the scent of their misdeeds.

But it wasn’t always this way. Early corporations that violated the public good could be held responsible and lose their corporate charter. Today, however, corporations have “perpetual life” and are legally considered citizens, allowing them to influence elections and bankroll politicians. This is good for big business—but bad for the rest of us. It is our government’s responsibility to ensure and enforce that corporations serve us, not exploit us. But it doesn’t have to be this way—voters can come together to demand government serves them, not corporations.

[About the Othering & Belonging Institute](#)

[The Othering & Belonging Institute](#) at UC Berkeley brings together researchers, organizers, stakeholders, and policymakers to identify and eliminate the barriers to an inclusive, just, and sustainable society in order to create transformative change. We are a diverse and vibrant hub generating work centered on realizing a world where all people belong, where belonging entails being respected at a level that includes the right to both contribute and make demands upon society and political and cultural institutions. To that end, the Institute’s Blueprint for Belonging project develops narrative strategies to realize our vision and values.

[About the Workers Center for Racial Justice \(WCRJ\)](#)

WCRJ is a grassroots organization fighting for Black Liberation and for a fair and inclusive society that benefits all people. We organize marginalized Black workers and their families to



address the root causes of the high rates of unemployment, low-wage work and over-criminalization impacting Black communities. To do this, we focus on direct action organizing, policy advocacy, leadership development and voter engagement at the municipal and state levels.

About Sunrise Movement

[Sunrise](#) is a movement to stop climate change and create millions of good jobs in the process. We're building an army of young people to make climate change an urgent priority across America, end the corrupting influence of fossil fuel executives on our politics, and elect leaders who stand up for the health and wellbeing of all people. We are ordinary young people who are scared about what the climate crisis means for the people and places we love. We are gathering in classrooms, living rooms, and worship halls across the country. Everyone has a role to play. Public opinion is already with us - if we unite by the millions we can turn this into political power and reclaim our democracy.

About Column5 Media

Column5 Media is an award-winning visual communication agency located in Costa Mesa, California, and Brooklyn, New York, specializing in data visualization, infographics, motion graphics, and social media marketing.

HASHTAGS

#WeThePeople

#CommunitiesNotCorporations

#GOTV2020

SUGGESTED TEXTS FOR SOCIAL MEDIA

We can't achieve racial justice without economic justice—enacted by the public sphere for the good of all. It's time for government to step up and make things fair by helping our communities, not corporations, during this moment of crisis.

Economic justice is fundamental to racial justice. It's time for the wealthiest corporations to pay what's fair so our communities have what they need to thrive.

Now, more than ever, our government must protect people, not private interests. Stand up for community over corporate profits by voting this November.



We the People demand government protect people, not corporate profits—especially during this moment of crisis. Let’s make sure it does by voting this November.

While our communities are being pushed to their limits during this crisis, huge corporations have continued to amass unimaginable wealth. This isn’t new—let’s vote by Nov. 3 to demand government step in and make things fair .

It’s not “We the Corporations,” it’s “We the People.” It’s time for government to protect people, not corporate profits, during this moment of crisis.

People of color and essential workers of all backgrounds are ensuring big corporations can still turn a profit during this moment of crisis. Our government must ensure workers are protected too. Get out the vote this November to protect people, not corporate power.