Bringing Power Home:

Reframing Place Through the Lens of Class and Race

Roundtable Conversation
October 6, 2026



FRAME WORKS

About the Project

- The Topic: Place-based racial and economic justice
- The Project:
  - Two years of research, in close partnership with power-building organizations
  - To identify a framing strategy grounded in organizing experience and community experience
  - That builds collective agency and motivates collective action

About FrameWorks

- The FrameWorks Institute supports the framing and narrative strategy of movements working to advance justice and democracy.
- We do this through co-designed research and by supporting organizers, advocates, and communicators in using this research to build effective strategy and communications.

How we'll share space today:

- We are recording today's session.
- We will share the recording with registrants as soon as we can.
- Please remove any AI note-takers.
- There will be time for Q&A at the end of the presentation. To bring a question or comment to the presenters' attention, use the Q&A function. Note that others in the meeting will be able to see your question.
- Presenters probably won't see the chat. The chat is open for participants to interact with each other or respond to content in real time. FrameWorks may also post links there.
- FrameWorks is a 501(c)(3) organization.

Our Advisory Board

- Anahkwet (Guy Reiter) — Executive Director, Menīkānaehkem
- Cashauna Hill — Executive Director, The Redress Movement
- Evelyn Burnett — Co-Founder and CEO, ThirdSpace Action Lab
- Jon Marcantoni — Denver Campaign Organizer, The Redress Movement
- Kayla Griffin Green — Executive Director, Dignity of Work Institute (Former Ohio State Director, All Voting is Local)
- Samantha Mellerson — Executive Director, Haywood Burns Institute
- Xavier Morales — Executive Director, The Praxis Project

Research Overview

- Research was designed with and guided by our advisory board
- Sampling strategy centered participants from communities experiencing racial and economic injustice
- Research included two rounds of focus groups and multiple large-scale experimental surveys

About Today's Conversation

- We'll connect takeaways from the research to the realities of communities' fights for justice.
- The conversation will address deep trauma, harm, and injustice, but also uplift joy, resilience, and strength.
- The frames that have emerged from this work can help open space for the conversations and actions needed for change and repair.

The Framing Strategy: Three Pillars

1. Explain how the system is designed to enable extraction from and exploitation of working-class communities, especially communities of color.
    - Spotlight: **Extraction** framing — literal and figurative
2. Emphasize the community's power to fight back.
    - Spotlight: The **Fight** metaphor (vs. **Voice**)
3. Reimagine the community's future

Our Speakers



Kayla Griffin Green
Executive Director
Dignity of Work Institute



Samantha Mellerson
Executive Director
Haywood Burns Institute



Anahkwet
Executive Director
Menīkānaehkem

We want to stay connected with you:

Join us next time

Culture, Mindsets, and Democracy: What to Know about Public Thinking Ahead of the 2026 Midterms

Thursday, October 22
1pm ET/10am PT

Find us on social

www.frameworksinstitute.org