

Dear Friend,

This *Flashcard* is the first in a series of monthly tips from Sightline meant to spark a dialogue about the words, symbols, and stories we use to articulate our core values. *Flashcard No. 1* distills opinion research conducted in June by Sightline and a coalition of organizations in Oregon.

Take a look!

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## Flashcard No. 1: RESPONSIBILITY - FAMILY - LEGACY

**Finding common ground:** focus group research conducted in Oregon this spring highlights three core values shared by rural and suburban voters.

**Responsibility:** One prevailing principle resonates with people most: it is *responsibility*. It connects to who they are and to how they live. "It's doing the right thing."

**Family:** Central to identity and quality of life, *family* is defined broadly and positively. "It's what life is all about."

**Legacy:** *Legacy* is taken personally. It activates ownership of the future. "What we pass on to our kids and grandkids is in our hands."

[More focus group results, expert analysis, and communications tips.](#)



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