POWER COALITION For Equity & Justice

REDISTRICTING #Fair Maps

COMMUNICATIONS TOOLKIT:
Louisiana v. Callais
Voting Rights & Fair Representation

Core Narrative

- **This fight is not about partisanship**—it is about citizenship, fairness, and representation.
- When a group of people cannot elect the candidates of their choice, they do not have full representation. In America, where democracy promises that every voice and every vote matters, that is a fundamental failure.
- Sixty years after the Voting Rights Act was signed into law, we still have not fully realized the rights that people fought and died for. We cannot forget that **the 14th and 15th Amendments were designed to protect marginalized people and expand their power,** not to be weaponized to reinforce privilege.
- **Fair maps are the foundation of fair representation.** They are the tool that ensures we are a true democracy, where the will of the people, not the power of a few, determines our future.

Narrative Framing

- **Historical:** Tie current fights to the sacrifices of those who fought for the VRA. Frame today's battles against gerrymandering as a continuation of the struggle for equal rights, ensuring the legacy of civil rights leaders and foot soldiers is not forgotten.
- **Community:** Elevate local testimonials from people impacted by unfair maps and high costs.Share stories that show how a lack of representation leads to underfunded schools, inadequate healthcare, and neglected infrastructure.
- **Fairness Frame:** Position the issue as a matter of fairness, not partisanship. Emphasize that all Americans, regardless of their political beliefs, should agree that one person, one vote is a non-negotiable principle and the foundation of a working democracy.

Audience-Specific Frames

- **Black Voters:** This fight is not over. Your voice is your power, and the future of our democracy depends on it. We rested, we healed, and now it's time to re-engage and fight again.
- **Allies/General Public:** The fight for fair maps is not a political issue—it's about fairness for everyone. This fight impacts everyone. Join us to ensure every American has an equal voice.
- **Youth/First-Time Voters:** Claim your seat at the table. Your future is on the ballot. Fair maps are about your ability to have a say in the decisions that will affect your life for years to come.

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MESSAGING TOOLKIT: *Louisiana v. Callais* Main Takeaways

Representation Is Citizenship

- **Democracy only works when every community has a voice.** Without it, our needs are ignored, our power is diminished, and the promise of a government that serves all of its people is broken.
- **True citizenship means having the power to elect candidates who represent your needs and values.** It is a fundamental right that should never be optional.
- The ***Louisiana v. Callais*** case shows us that even now, we are fighting for the very things the Voting Rights Act established. It is a direct legal challenge to the power of Black voters to elect candidates of our choice.
- Our citizenship depends on this fight. The outcome of this case will not just determine the future of Louisiana's map—it will set a dangerous precedent for the rest of the country.

Black Voters Need To Tap Back In

- **Black voters have always been at the center of protecting democracy.** Now, it's time to tap back in. The legal protections we assume are safe are under threat in cases like Louisiana v. Callais. We don't have time to waste.
- We rested, we healed, and **now it's time to re-engage.** Tap back in. We cannot sit back and let the country go backwards.
- With upcoming decisions like in *Callais*, there is no time to stand aside. We don't have time to waste. The legal protections we assume are secure may not be, unless **Black voters, civil rights advocates, and allies stand firm now.**

60 Years Later, Still Fighting

- **The Voting Rights Act was a landmark to protect marginalized communities** — but now its promises are at stake to protect the privileged.
- We must continue to honor the lives lost by continuing the fight for fair and equal representation. **The Constitution's 14th and 15th Amendments were created to protect rights — not to entrench privilege.** We must restore their original purpose: safeguarding fairness for all.
- In the ***Louisiana v. Callais*** case, the Court is being asked to rule whether complying with the **Voting Rights Act** violates the **14th and 15th Amendments.** This directly questions whether communities can rely on the VRA to challenge unfair maps, putting the future of fair representation on the line.
- In this case, the state's attempt to limit the creation of majority-Black districts threatens the fundamental guarantees of the **Voting Rights Act** and the **14th and 15th Amendments**. ***If this is allowed to stand, representation becomes optional—not a right.***
- If the Court allows the state to make representation optional, it will set a dangerous precedent that could threaten Black and Brown communities nationwide.

Fighting for Fair Maps

- **Fair maps mean fair rules.** Representation in our democracy should not be subject to political manipulation that allows politicians to choose their voters.
- **This is not a partisan issue; it is a foundational issue.** The fight for fair maps is about ensuring that every person's voice and vote holds equal weight.
- **The practice of gerrymandering directly threatens communities of color** by diluting their political power and making it harder for them to elect candidates of their choice. Fair maps are essential for true accountability and for ensuring that our government is a true reflection of the people it is meant to serve.