

idea of a common inheritance and of using it for the public good is not yet part of the frame structure that most people use every day. For this reason you can't just make up a sound bite about the commons and have most people understand it and agree with it.

If Republicans have such a huge infrastructure, how do we catch up?

Progressives know that they have to make investments in media. What they tend not to know is that they have to make investments in framing and in language. The big advantage we have is this: Whereas it took more than thirty years, billions of dollars, and forty-three institutes for conservatives to reframe public debate so the debate occurs on their turf, we have the advantage of having science on our side. Through cognitive science and through linguistics, we know how they did it. And we know how we can do the equivalent for progressives in a much shorter time and with many fewer resources. We also know how they've done their linguistic training, and we know how to do it ourselves.

Unfortunately, many progressives think this can be done through ad agencies and through pollsters. That's a mistake. You really do need linguists and cognitive scientists, platforms for in-depth and sustained discussion, and well-honed plans for keeping meaningful dialogue consistently before policy makers and the public.

What was the difference between the Rockridge Institute and other progressive think tanks? Are there any other think tanks that are dedicated to research on framing?

Rockridge was entirely dedicated to reframing the public debate, both from a policy perspective and from a linguistic perspective. Other progressive think tanks have other primary functions: responding to the initiatives of the right, answering conservative charges, telling the truth when there are conservative lies, and constructing specific policies that progressives can use. All of these are important functions, but they do not replace the framing function, a function that is absolutely necessary.

To my knowledge, there is now only one think tank devoted to the overall framing of issues from both a policy perspective and a communicative