

Compact for America Educational Foundation Policy Product Comparison Policy

CFA's overall goal regarding communications is to deliver the right message, to the right person, at the right time – every time. Agreement on audience, message and timing is critical, particularly with subjects that can needlessly create controversy or erode support.

Policy product comparison is one such topic.

- **When discussing CFA policy products, we lead with strengths, not comparisons.** Comparisons to other efforts may be addressed according to the bullets below, should the issue arise.
- **If and when we make comparisons, they are fair and respectful.** When possible, comparisons should be made without explicitly naming the alternative group/product. If they must be named, do it as positively and as reasonably as possible and with plausible comparisons or ranges of comparison, not merely the most extreme.
- **The only exception from this policy should occur when necessary to defend against distortive claims.** The exception should be proportionate, accurate, framed to encourage de-escalation and to suggest solutions.

COMPACT FOR AMERICA

