

Avoid jargon

Use simple, positive language

Do say: Selected like a jury and then sorted to reflect the population

Don't say: Sortition/stratified sampling

Do say: A group of people that reflects the diversity of our society

Don't say : Demographically representative

Do say: Informed conversation / honest conversation / finding common ground / listening to each other / learning from each other / working through differences

Don't say: Discussion / deliberation / debate / consultation

Do say: Brave / courageous (decisions)

Don't say : Radical
