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|  | This is the list of "positive, governing words" that GOP candidates were told to use when speaking about themselves or their policies.   * Active(ly) * Activist * Building * Candid(ly) * Care(ing) * Challenge * Change * Children * Choice/choose * Citizen * Commitment * Common sense * Compete * Confident * Conflict * Control * Courage * Crusade * Debate * Dream * Duty * Eliminate good-time in prison * Empower(ment) * Fair * Family * Freedom * Hard work * Help * Humane * Incentive * Initiative * Lead * Learn * Legacy * Liberty * Light * Listen * Mobilize * Moral * Movement * Opportunity * Passionate * Peace * Pioneer * Precious * Premise * Preserve * Principle(d) * Pristine * Pro-(issue) flag, children, environment * Prosperity * Protect * Proud/pride * Provide * Reform * Rights * Share * Strength * Success * Tough * Truth * Unique * Vision * We/us/our * Workfare |