

WDDP Weekly Update - 9/15/24

What they're saying

- Since the debate, right-wing social media conversation has become highly conspiratorial - including not only anti-immigrant rhetoric, but conspiracies that Harris cheated at the debate (e.g. that she was given questions in advance or used an earpiece). This is presumably an attempt to distract from Trump's poor performance, as well as to undermine Harris's strong performance.

What we're saying

- **We are not acknowledging the conspiracies.** The point of this rhetoric is to shift our focus away from our most productive messages and issues; we are not taking the bait.
- We are continuing to focus on **contrast messaging** that compares Harris' and Walz's priorities against those of a second Trump administration.
 - [ProgressNow testing](#) has found that the most effective debate-related content focuses on abortion and healthcare - including a particularly-effective clip of Harris's answer around the Affordable Care Act and cutting drug prices.
 - It is also effective to talk about how Harris will serve the American people. Harris's answer to Trump attacks on her Blackness as well as the latter half of her closing statement both did well.
 - Doppler is finding that economic content has been especially strong for VP Harris recently - particularly messaging that is forward-looking, about two contrasting economic visions (rather than comparing administrations or accomplishments).
- **For guidance on how to respond to anti-immigrant attacks relating to Springfield, Ohio, [see here](#).**

What we're sharing

- [These two ads](#) from ProgressNow related to housing
- Harris's talking points about "Trump abortion bans" (such as [this](#))
- Taylor Swift's [endorsement](#) of Harris and its effect on [voter registration](#)
- [Content comparing](#) right-wing rhetoric leading to division and hate against progressive values of unity