

WDDP Weekly Update - 9/27/24

What they're saying

- Harris' opponents are heavily (and baselessly) accusing the Biden-Harris administration of collusion with Iran and foreign interference in Trump's campaign.
- Right-wing accounts are otherwise continuing the same pattern of attack: framing her as unpopular, radical, or not knowledgeable about policy issues.

What we're saying

- We are not taking the bait on **foreign interference** claims (reminiscent of 2016), which distract from our core messages. See more response guidance [here](#).
- We are continuing to focus on **contrast messaging** that compares Harris' and Walz's priorities against those of a second Trump administration.
 - Framing the Left has guidance for talking about the economy/cost of living [here](#).
- We are also going to **push our own priorities** - including an ongoing focus on reproductive rights as the Right pushes disinformation in the face of deaths and prosecution of women in states with bans.

What we're sharing

- Note: Last week's Drive report found that **only 3 of the 15 highest-view TikTok**s in our dataset were pro-Harris, while 12 were anti-Harris.
- **Doppler found** that of 14 Harris speech clips that tested above the median for persuasion, 7 focused on economic policy and 6 focused on reproductive rights. Man-on-the-street interviews of real people talking about what they like about Harris also perform well.
 - [This clip](#) of Harris on the economy scored in the 99th percentile
 - [This video](#) of supporters in Michigan scored in the 93rd percentile.
 - [This clip](#) about the child tax credit scored in the 82nd percentile.
- This clip also performed well on TikTok:
 - [This video](#) claims we are under Trump's tax administration and highlights the long-term complexities of the economy.