

## WDDP Weekly Update - 10/14/24

### What they're saying

- Right-wing accounts are mobilizing around Harris' **recent media blitz** – most notably including 60 Minutes, The View, Call Her Daddy Podcast, and The Howard Stern Show. Trump is pushing conspiracy theories that CBS altered the 60 Minutes interview in Harris's favor, and generally framing Harris as unqualified / not knowledgeable.
- Trump is spending millions of dollars on **anti-trans attack ads**, focusing on the narrative that Harris supports taxpayer-funded gender-affirming surgery for prisoners, ending with the tagline "Kamala Harris is for they/them; President Trump is for you." These ads are running nationally and across swing states, and ran during high-viewership sporting events last week like the NFL, college football, and MLB playoffs. Priorities USA is estimating \$60M has been spent in the last two weeks.
- The Right continues to promote conspiracies around **Hurricane Helene** - claiming the Biden/Harris administration is "absent" or prioritizing other issues, especially aid to migrants or foreign conflicts, over helping American citizens.

### What we're saying

- **Attacks on the LGBTQ+ community**, and the trans community in particular, remain at a high volume and are poised to be one of the right-wing "closing arguments" in this final election stretch. Progressive organizations need to tread carefully here - we need to respond, but without further solidifying this as a core political issue this late in the cycle.
  - We offer guidance [here](#) for responding to false claims related to transgender people (c4). This is based on the **core message frames in this research-backed guidance** from the [Transgender Freedom Alliance](#).
- It is not helpful to engage specifically with conspiracies around **Hurricane Helene**, but it is critically important to uplift the many initiatives trying to help those affected. Find more guidance and resources [here](#).

### What we're sharing

- We should continue to share proactive content from Harris's recent media appearances, without acknowledging attacks.
  - Doppler finds that clips from [Howard Stern](#), [The View](#), and [the Univision town hall](#) were the highest performing VP Harris speech clips of the last two weeks.
  - Harris introducing her plan to allow Medicare to cover at-home healthcare that would support the "**sandwich generation**" is particularly effective, via Doppler (seen on both [The View](#) and [The Howard Stern Show](#)).

- KamalaHQ has been sharing key clips from the **Call Her Daddy** interview - such as [here](#), [here](#), [here](#), and [here](#).