

WDDP Weekly Update - 10/18/24

What they're saying

- The Right continues to attack Harris' **media appearances** – recently emphasizing her Fox News interview, Univision Town Hall, and the Breakfast Club interview – to attack her intellect, label her as radical, or otherwise claim she is unfit for the presidency. Narratives emphasize efforts to wedge key demographics, especially **Black voters**.
 - The Right is recently targeting Harris' newly-unveiled economic [agenda](#) for **Black men**, claiming she is “pandering” or “desperate,” and claiming she feels “entitled” to Black votes.
- There has also been an uptick in attacks related to **immigration** after Trump's rally in Aurora, CO. Hyper-partisan attacks on Harris' immigration policies and misleading stories about “migrant crime” in local towns and cities persist.
- The Right continues to heavily push **anti-trans narratives** in both national and state-level races, especially that Harris promotes taxpayer-funded “sex changes.” Republicans are spending millions of dollars on anti-trans and anti-choice **ad pushes** in the final weeks of the campaign.

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](#).
- As Election Day approaches, we're inoculating against **election sabotage** by emphasizing the importance that **voters pick their leaders**, not the other way around. See guidance from [ESRN](#) and [ProgressNow](#) for specific messaging help.

What we're sharing

- We should continue to share proactive content from Harris's recent media appearances, without acknowledging attacks.
 - Doppler finds the most successful moments from VP Harris's Fox News interview were the ones that [contrasted](#) her economic policies with Trump's, as well as her [navigation](#) of Bret Baier's constant interruptions.

- Other top performing clips from this week include a moment from [The Breakfast Club](#) where Harris contrasts her economic plans for Black Americans with Trump, and two moments from the Univision Town Hall – one about [senior care](#) and one about [bringing costs down](#).
- KamalaHQ has also been sharing content **contrasting** her with Trump - such as this [graphic](#) showing their respective plans for Black Americans and this [clip](#) showing side-by-side interviews on Fox News.
- Groups speaking to voters of color should also lift up Harris' economic [agenda](#) for Black men.