

WDDP Weekly Update - 10/25/24

What they're saying

- The Right is attempting to frame Harris as **anti-Christian**, circulating her response to anti-abortion hecklers at her rally who yelled “Jesus is Lord” and her absence from the Al Smith dinner. This is also gaining traction in Spanish-language spaces (see DDIA's [report](#)).
- Trump continues to zero in on **immigration messaging** in the last two weeks of the campaign, this week emphasizing the arrest of a man planning an election day terror attack and threats from border patrol agents of mass resignations if Harris wins. 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 rhetoric seeking to **divide Black voters, Arab-American voters, and Latino voters**. Narratives also continue to emphasize economic and religious issues for Black and Latino men specifically, and pitch Trump as a “peacemaker” for Arab-American voters.
- 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 a closing message 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 recommend 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

- Trump's McDonald's stunt received a lot of media and social media coverage - and significant praise among his base. Doppler finds the following were effective responses, reminding voters that Trump has never experienced living paycheck to paycheck and framing him as mocking average Americans:

- [@AOC's](#) viral denunciation of Trump visiting a **McDonalds** despite “never having punched a clock in his life, never having struggled to make ends meet”
 - [@harryjsson](#) said Trump was “born with a silver spoon in his mouth” and “never held a regular job in his life,” and reminded viewers that while president he cut taxes for billionaires while screwing over people who actually work at McDonald's.
- Doppler also finds the most successful messaging for Harris continues to be contrasting her economic agenda with Donald Trump's. Examples include:
 - Three videos from [@nowthisimpact](#) highlighting [how Trump complains about paying his workers overtime](#), [his tax plan](#) that will benefit only the top one percent, and [VP Harris's \\$25,000 downpayment support](#) for first-time homebuyers
 - [@couriernewsroom](#) contrasting Trump's anti-union, anti-worker policies with VP Harris's consistent support of unions and working people
- Kamala HQ and Harris have been sharing [this](#) moment from her interview with Anderson Cooper, where Harris says “Trump has an enemies list. I have a to-do list.” Harris also shared a [graphic](#) with her to-do list after the interview.
- Groups speaking to voters of color should also lift up Harris' own economic agenda for [Black men](#) and [Latino men](#).