

WDDP Weekly Update - 11/1/24

What they're saying

- Conversation around voting and **claims of voter fraud** have reached very high levels, especially in Pennsylvania and Michigan, but generally across all swing states. We expect volume to continue to increase and spike on Election Day.
- The Right's **closing message** continues to push a high volume of hateful attacks against Harris, relying on racist and sexist tropes and characterizing her as radical, unqualified, or unintelligent. Bad actors also continue to heavily push **anti-trans** narratives and ad pushes in swing states.
- The Trump campaign is heavily activating around a **comment from Biden** that Trump's rhetoric is "garbage," claiming that he was calling all Trump supporters "garbage" and connecting Harris to the comment. This is likely an attempt at damage control to divert attention from Trump's rally at MSG that featured a substantial amount of racist rhetoric.

What we're saying

- 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 the Election Sabotage Response Network's guidance for communicating around the "will of the people" [here](#) (c3).
- **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](#).

What we're sharing

- Doppler finds the most successful moments from Harris' closing argument at the Ellipse were contrasting her positions on the [economy](#) and [reproductive rights](#) with Trump's, and [attacking](#) Trump's economic policies.
- Trump's rally at MSG is receiving a lot of attention for a racist joke about Puerto Rico from comedian Tony Hinchcliffe. Trump is attempting to distance himself from it, so consider sharing the following successful clips:
 - Kamala HQ [contrasting](#) her talking about Puerto Rico with the Trump campaign
 - AOC and Tim Walz [reacting](#) to the comments on their Twitch stream

- We also saw successful clips from [Michelle Obama](#)'s speech in Michigan and [Beyoncé](#)'s endorsement in Houston.
- Groups speaking to voters of color should also continue to lift up Harris' own economic agenda for [Black men](#) and [Latino men](#).