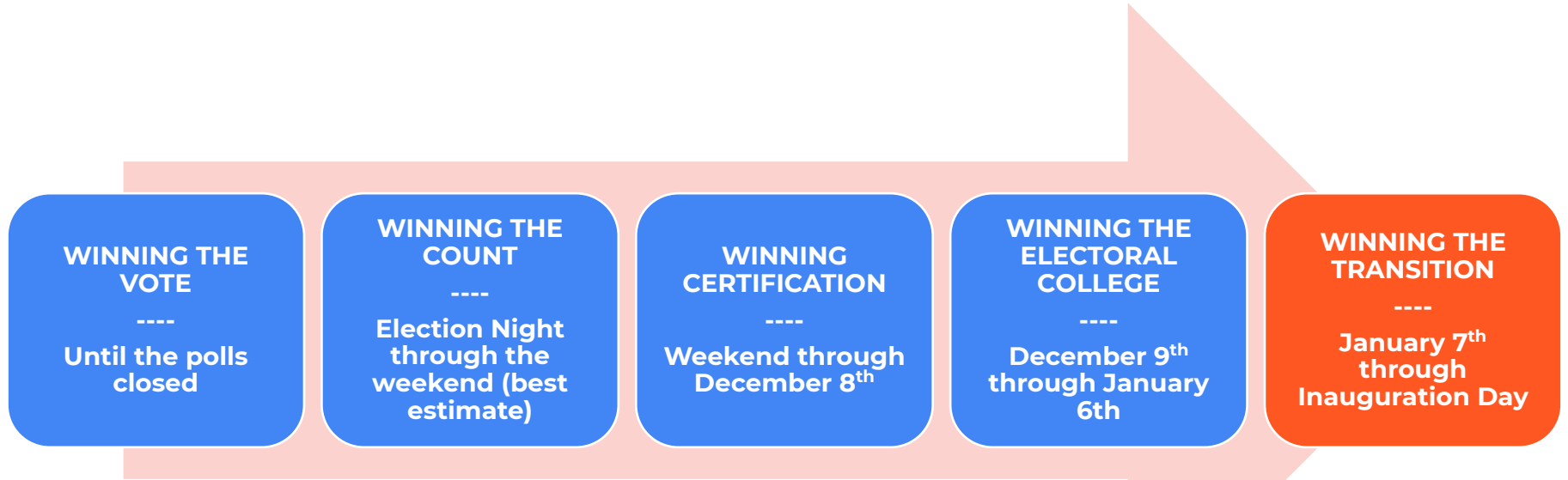


Rapid Response Briefing



January 11, 2021

Step Five: Winning the Transition



WE ARE HERE

October 15, 2020

Where We Are After 1.6.21



Americans United in Opposition to 1.6.21 Attack

80% total oppose the attack, including 62% of Trump supporters

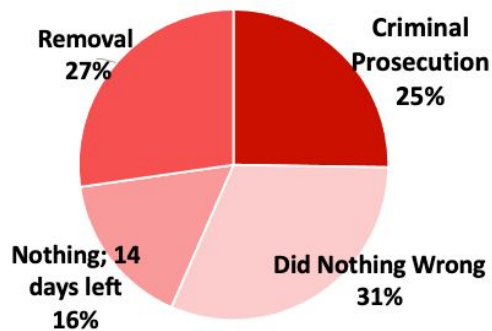
How much do you support or oppose the actions taken by Trump Supporters who entered the United States Capitol?

	All Sample	Biden Voters	Trump Voters
Strongly support	9%	5%	17%
Somewhat support	12%	6%	21%
Somewhat oppose	15%	7%	21%
Strongly oppose	65%	83%	41%

Americans Want Accountability

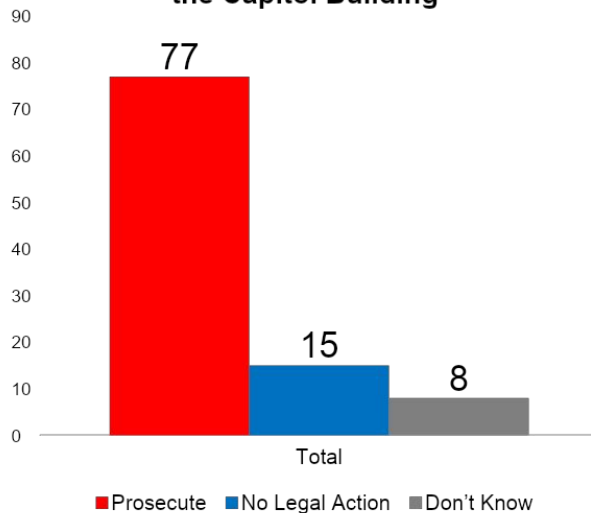
Trump

What do you think is the most appropriate response given Trump's role?



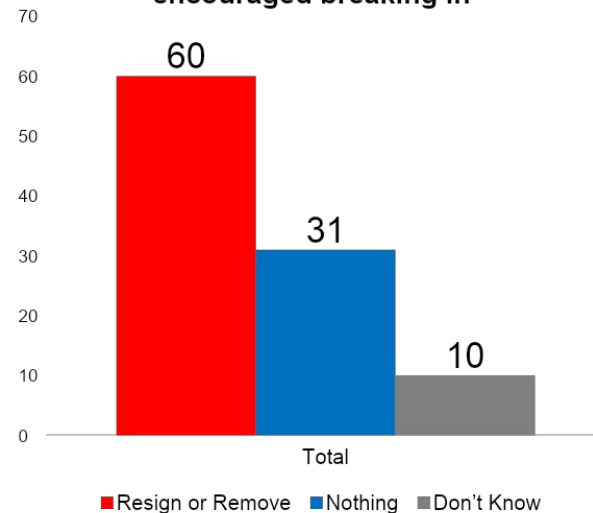
Insurrectionists

Trump supporters who broke into the Capitol Building



Republicans

GOP members of Congress that encouraged breaking in



Republicans Are Fracturing

Trump voters:

- 41% believe Trump has “betrayed the values and interests of the Republican Party.”
- 1/4 want Trump immediately removed
- 41% say GOP MOCs who incited attack should resign/be censured



GOP Sen. Ben Sasse says he would "definitely consider" articles of impeachment if the House moves forward with them



Rep. Peter Meijer ✓ @RepMeijer · Jan 10

We can't paper over the assault on the Capitol with empty calls for 'unity.' Unless my party faces the truth of what happened and holds those responsible to account, we will never regain the public's trust and earn the honor of leading the nation forward.



Rep. Meijer: I experienced the heinous assault on Capitol; now, time t...
Several times our group found ourselves alone, with no police escort, fearful of what threats might lie around the next corner, Rep. Meijer ...
[detroitnews.com](https://www.detroitnews.com)

Their Narrative, Traps to Avoid



UNITY / HEALING

MOVE ON

Distraction Du Jour
(Censorship)

Trap response:

“No unity without accountability”

Trap response:

“We cannot move on”

Trap response:

It is not censorship
Private company, own rules

What Our Message Must Do

- **Mark 1.6.21 Attack** as a defining crossroads moment
- **Harness and sustain energy** of our activists
- **Block the other side from co-opting “unity”** as way to avoid accountability
- **Exploit the fracturing** of Trump voters and the GOP
- **Make broad demands**, Trump and beyond
- **Create permission structure** for Trump voters to reject Trumpism

**Center the role
of race and
white supremacy.**

Elements Our Message Must Cover

Name and define
the 1.6.21 Attack

Characterize
perpetrators

Characterize
Trump

Characterize
complicit GOP

Point out injustice
of police response

Name those
willing to be
courageous

Voice our
demands

Convey the
positive outcome

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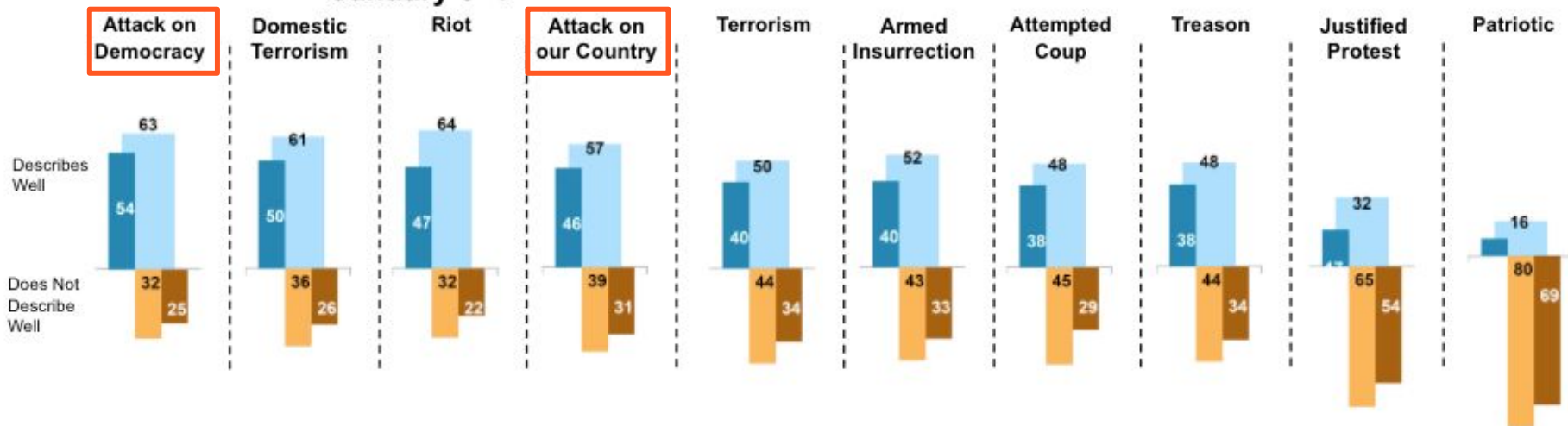
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Define What Occurred

How accurate is this term at describing what took place on January 6th?



Elements Our Message Must Cover

Name and define
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**Characterize
perpetrators**

Characterize
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Characterize
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*Attack on our
country/democracy*

Point out injustice
of police response

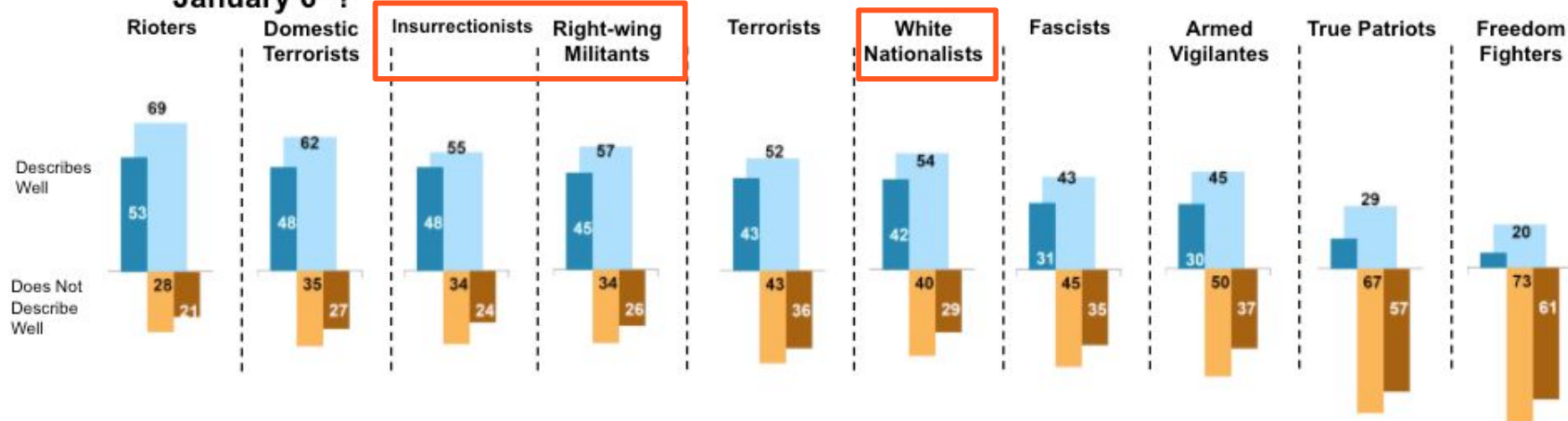
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Characterize Perpetrators

How accurate is this term at describing those who entered the Capital building on January 6th?



Elements Our Message Must Cover

Name and define
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country/democracy*

Point out injustice
of police response

Characterize
perpetrators

*Insurrectionists
Right-wing militants
White nationalists*

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Characterize
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Voice our
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Characterize
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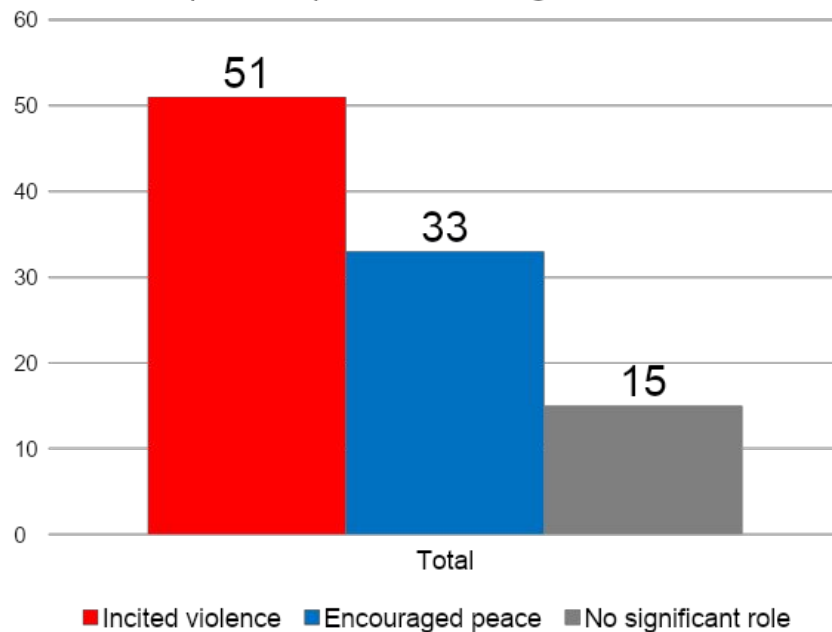
Convey the
positive outcome

People Blame Trump

Who do you believe is responsible for what happened at the Capitol? Select all that apply.

	All Sample	Biden Voters	Trump Voters
Trump	58%	85%	22%
Congressional Republicans	22%	31%	12%
Protest organizers	39%	39%	40%
Biden	10%	4%	19%
Democrats	14%	2%	33%
No one	2%	1%	2%
I don't know	10%	3%	14%

Trump's Role: Inciting violence, encouraging peaceful protest, or not significant?



58% agree Trump should be removed, including even 27% of Trump voters

1.6.21 Attack Culmination of Trump's Presidency

Some people are saying these most recent actions are unique and don't reflect Trump's behavior the rest of his term. Others are saying that the violence this week is the inevitable result of how Trump has acted throughout his presidency. Which of the following best describes your point of view?

	All Sample	Biden Voters	Trump Voters
These most recent actions are unique and don't reflect Trump's behavior the rest of his term	32%	13%	67%
The violence this week is the inevitable result of how Trump has acted throughout his presidency	55%	82%	20%
I don't know	13%	6%	13%

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White nationalists*

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Trump

Inciting violence

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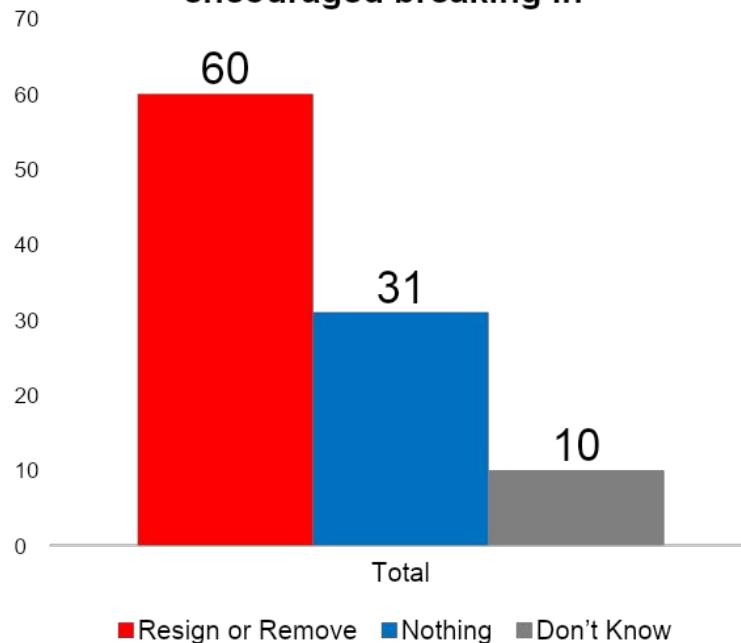
Convey the
positive outcome

Unrelenting False Claims as Cause

How much do you agree or disagree that the false claims about the presidential election made by many Republican Members of Congress directly led to the attack on the Capitol Building?

	All Sample	Biden Voters	Trump Voters
Strongly agree	31%	50%	10%
Somewhat agree	25%	24%	27%
Somewhat disagree	11%	7%	15%
Strongly disagree	17%	8%	32%
Not sure	16%	10%	16%

GOP members of Congress that encouraged breaking in



56% agree false claims by GOP led to attack, including 37% Trumpers

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White nationalists*

Characterize
Trump

Inciting violence

Characterize
complicit GOP

*Republicans fueled them
with false election claims*

**Point out injustice
of police response**

Name those
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Police Give Preferential Treatment to White People

Half of Americans agree Capitol police actions' demonstrate preferential treatment to white people - even 1 in 5 Trump voters agrees.

The image shows a screenshot of a social media post. On the left is a tweet from ABC News (@ABC) with the text: "NEW: DOJ statement on arrest of man who allegedly broke into Speaker Pelosi's office: 'If convicted, he faces a maximum penalty of one year in prison.'" followed by a link "abcn.ws/3bmmdEP". Below the tweet is a social media post from "Utah" with the headline "Utah BLM protesters could get life in prison for splashing paint". The post includes a list of bullet points: "Demonstrators allegedly caused thousands of dollars' damage" and "Charges include gang enhancement: 'It feels retaliatory'". Below the list is the text "Associated Press in Salt Lake City" and "Fri 7 Aug 2020 12:04 EDT". At the bottom of the post are social media sharing icons for Facebook, Twitter, and Email, and a red heart icon with the text "5 months old".

abc NEWS @ABC

NEW: DOJ statement on arrest of man who allegedly broke into Speaker Pelosi's office: "If convicted, he faces a maximum penalty of one year in prison." abcn.ws/3bmmdEP

Utah

Utah BLM protesters could get life in prison for splashing paint

- Demonstrators allegedly caused thousands of dollars' damage
- Charges include gang enhancement: 'It feels retaliatory'

Associated Press in Salt Lake City

Fri 7 Aug 2020 12:04 EDT

5 months old

Some Black Lives Matter protesters in Salt

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Trump

Inciting violence

Characterize
complicit GOP

*Republicans empowered
them with their false
election claims*

Point out injustice
of police response

*Praise Ds with spine
Provide space for Rs
to peel away*

**Name those
willing to be
courageous**

Voice our
demands

Convey the
positive outcome

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*Republicans empowered
them with their false
election claims*

Point out injustice
of police response

*Preferential
treatment of white
people*

Name those
willing to be
courageous

*Praise Ds with spine
Provide space for Rs
to peel away*

**Voice our
demands**

Convey the
positive outcome

Voice Our Demands: Remove, Investigate, Prosecute



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of police response

*Preferential
treatment of white
people*

Name those
willing to be
courageous

*Praise Ds with spine
Provide space for Rs
to peel away*

Voice our
demands

*Remove
Investigate
Prosecute*

**Convey the
positive outcome**

Positive Outcome: Still Testing

JUSTICE

We can make this a country of liberty and justice for all, no exceptions -- and the first step is holding those who betrayed our democracy accountable.

HEALING

We can have a government that truly cares for all of us, but we must first excise the disease that threatens our well-being.

FOR OUR
FUTURE

Courage for our children, for setting an example

PRECEDENT →
Love of Country*

"His actions have further torn our country apart and if he does not face accountability, it sets a bad precedent that could encourage further violence."

What Our Message Must Cover

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right-wing
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In Testing Now: Simplifying Metaphor

**ATTACK /
JUSTICE**

**CRIME /
REPARATIONS**

DISEASE/HEALTH

**FALSE IDOL/
RIGHTEOUSNESS**

Example: Attack/Justice Frame

1.6.21 was an **attack on our country** by right-wing militants, directed by a president and complicit Republicans who refuse to honor the will of the people. **This is what treason looks like: Confederate flags in our Congress**, while some who swore to serve and protect us and others who pledged to govern in our name enable armed insurrectionists. All the while, we've seen police target, detain, and kill Black people and violently repress those protesting for equal justice, while a handful of politicians empower them, hoping to divide and distract us from their failures. Every elected official who incited these attacks and whose lies fueled these flames, **must be removed or resign**. Never again can we allow any elected leader to marshal forces to attack our democracy. With the courage of our convictions, we can hold these traitors to account to truly make this a country where our leaders reflect the very best of every kind of American and where liberty and justice is for all, no exceptions.

Define what occurred

Characterize them

Point police injustice

Name those courageous

Voice demands

Convey ++ outcome

Example: False Idol/Righteousness

The insurgents who stormed our Capitol on 1.6.21 committed a grave sin, lured in by the false gospel of corrupted Republicans determined to hold onto power they do not deserve. These militants took up arms in a deadly attack on behalf of Trump: a false idol they've now come to worship as they've ingested lies these four years. We saw some of those sworn to serve and protect us enable a group of militants threatening our elected government and killing their fellow officers. Yet we've seen, time and again, police violently repress those protesting for equal justice, while a handful of politicians, hoping to divide us, abet and encourage them. We must cast out of office any Republicans slandering their oath, bearing false witness against our country and her people, and inciting their immoral adherents to take up arms. Only then can we move forward, assured that all who govern in our name are worthy of our great nation.

Define what occurred

Characterize them

Point police injustice

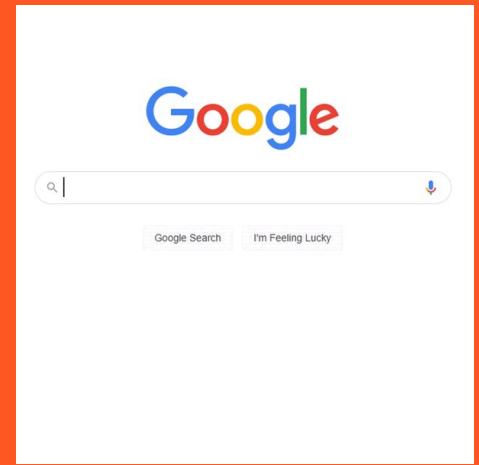
Name those courageous

Voice demands

Convey ++ outcome

Social Media Content

bit.ly/DemocracyRising



Questions?