

The Delray Democrat

Spreading the Word¹

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Abuse of power...looming war in Iran...racism and hate...lies, lies and more lies...tax cuts for the rich...obstruction of justice...unaffordable healthcare...crippling reproductive rights... The list of reasons to defeat Trump goes on and on. We've heard them all.

OK, so we know *why* we must win in November. Now, let's talk about *how*.

Will Robinson, a Democratic consultant and founding partner of The New Media Firm, says "This is the first time in US history, more significant amounts of money will be spent on social media than on broadcast." He compares the transformation to that of the 1960 Kennedy/Nixon battle when TV became the revolutionary political communications element.

Today, the traditional mass media of TV and mailings just aren't working like they used to. Robinson says "Broadcast TV viewership is at an all-time low." And, since only 6% of Americans will complete telephone surveys, political phone banking (a longstanding mainstay of get-out-the-vote efforts) is on the way out.

Hmmm...enter social media. The good news is that we all have access to social media. Facebook, Twitter and the like provide platforms for political opinion. We've all read the spoutings of the Trumpies online. Now it's our turn.

Next time you see someone ranting about the Donald, add *your* response to the forum. Give *your* opinions. Cite statistics and the views of others *you* respect. Contradict those conservative viewpoints with the *truth*: that *we Democrats* are going to save America. We are the ones who will truly *make America great again*.

Democrats have *always* been the ones who made America great, with innovations like Social Security, Medicare, the FDIC and the Affordable Care Act ("Obamacare"). Don't let the naysayers tell the world *their* fake news about the economy, tax cuts and immigration reform.

Florida is a key state in determining presidential elections. What's more, while 46% of people under 30 turned out at the polls in 2016, 71% of those 65 and older voted. And we know Florida has plenty of us Seasoned Citizens.

So spread the word. Donald Trump may seem (to us) to be stupid or mentally deranged, but he's neither. He is a shrewd political marketer and he plays his angry base like a fiddle. We can beat him at that game, because we have plenty of people who agree with *our* values. Go online. Tell the world. *Help make the blue sun shine on the Sunshine State*.

¹ *The Delray Democrat*, February 2020, p. 7.