

The Delray Democrat

Messaging¹

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Not to put too fine a point on it, but Democrats suck at messaging. Our last good slogan was Obama's "***Yes, We Can.***"

That was in 2008. Subsequent slogans were just embarrassing. Remember "*I mean, have you seen the other guys*"? Or the clunky "*A Better Deal: Better Jobs, Better Wages, Better Future*"? That's not a meme; it's a laundry list.

Republicans are masters of messaging because it's all they have. They have no accomplishments on which to run other than crashing the economy twice in the last 15 years, launching a \$3 trillion war against a country that hadn't attacked us, exploding the federal debt, and cutting taxes for the obscenely wealthy while effectively increasing taxes on the middle class.

Democrats have plenty to brag about. We are the party of good government; the party that works for people, not plutocrats; the party that created the safety net and a middle class that Republicans have been working to destroy for the last four decades; the party that seeks to protect the vulnerable and make the obscenely wealthy pay their fair share.

We are the reality-based party, not the QAnon party, we are the party advocating bottom-up economics, not the party that continues to espouse trickle-down economics despite four decades of proven failure. We are the party of The New Deal, not The Raw Deal.

We are ***The Real Deal***. Why don't we say that? Why don't we remind voters that ***Democrats Deliver*** or suggest they ***Thank a Democrat***? The back cover of this publication lists nearly a century of Democratic programs that benefit the American people.

Or like Joe Biden, ask voters to let us ***Finish the Job***.

Negative Messaging

Negative messages trigger fear and anger, among the most powerful of motivators (followed only by greed). Negative messaging is the principal reason we avoided the Red Wave that the So-Called Liberal Media was predicting (except in Florida of course).

Biden understated it when he likened the philosophy underpinning Trump as "semi-fascism." Still, it was a gutsy play. I fully expected the SCLM to call out Biden for calling a fascist a fascist, but instead they agreed with him.

Biden successfully stoked the rage that accompanied the Supreme Court decision to return control of a woman's body to the state. Voters need to be reminded that this is what happens when

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Republicans are given positions of power.

In Florida, Republicans not only control both houses of the legislature but hold a supermajority in each. Thus they are entirely responsible and should be held accountable for their failure to protect the health and welfare of Floridians.

Florida has an affordable housing crisis that is leaving many homeless. We have an insurance crisis that has left many unable to insure their homes. Some 1000 Floridians die unnecessarily every year because Republicans refuse to take federal funds to expand Medicaid to the 800,000 Floridians who earn too much to qualify for traditional Medicaid but too little to afford health insurance.

Rather than address real problems, DeSantis and his minions are launching phony culture wars, banning books, falsifying history, and turning classrooms into reeducation camps. It's straight out of the totalitarian playbook.

It Can Happen Here! It IS Happening Here.