

DNC Monday October 3, 2016 PA Strategic Operations
To: DNC Black Pod



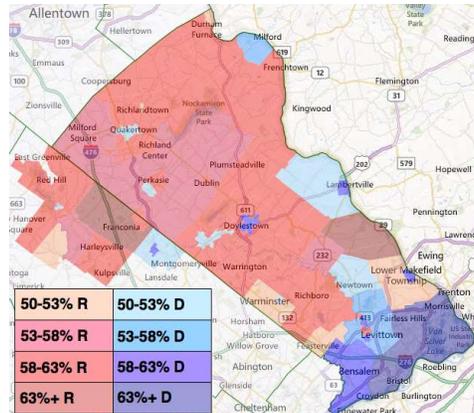
DEMOCRATS

CHANGE THAT MATTERS

PA Operations

PA-08 (Open) 2016 Strategy Memo

PA-08 (Open)	
Santarsiero (D)	48.6
Fitzpatrick (R)	51.4



PA-08 Demographic Make-Up 2012

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The District

PA-08 is a primarily suburban district north of Philadelphia, containing Bucks County and a small part of Montgomery County, stretching out to just south of the Allentown/Bethlehem area. Bucks County makes up over 90% of the district, and the densest population centers are in southern Bucks County in the suburbs of Philadelphia. No single town dominates the district, and the 5 largest towns (Levittown, Bensalem, Doylestown, Yardley, and Warminster)

PA-08 is covered completely by the Philadelphia media market which has an estimated cost per point of \$630 for candidates and \$756 for issue campaigns.

The district is primarily White; its largest minority group is Asian Americans. The district is also relatively wealthy and well educated. Its median household income is \$77,735, approximately \$25,000 higher than the state of Pennsylvania (\$53,234) and the U.S. as a whole (\$53,657), and 34.6% of the population holds a college degree compared to 27.5% of Pennsylvania.

Key Strategic Insights

PA-08 is one of the most important congressional districts in the 2016 election. It is a must-win district for an attempt to re-take the house (it is one of the few open-seat non-gerrymandered districts on the 2016 map) and is the cornerstone of the national campaign which requires winning PA.

Although rated a toss-up by national pundits and within striking distance by national polling, internals show that Clinton is dangerously behind Trump (polling -6) with her strongest constituency of unmarried white women. In order to carry PA-08 it is required that we improve her image with that demographic.

Operation Yard Sale

In order to prepare the field for the national election we will need to enforce that Clinton has a substantial advantage in voter enthusiasm as bandwagon effects are most effective with the target demographics. As such we will require a three-pronged operational strategy for Black Pod. These are:

- **Yard Sign Capture:** The visible show of support for Trump must be mitigated in middle class and affluent white suburbs. Black Pod will run distributed operations to collect and destroy opposition signs as well as to distribute Clinton signs to strike-list homes where we believe the occupant demographically may favor Clinton. Pro-Clinton signs will be distributed without asking for consent as we believe that potential Clinton voters may be reluctant to display a sign but will not remove one if it magically appears.
- **Bumper Sticker Targeting:** Spotters for Black Pod will be organized into three teams covering Levittown, Yardley, and Warminster. They will identify vehicles, especially female-driven high-end SUVs displaying Trump advertising and will deface the vehicles to create a psychological climate unfavorable to such displays.
- **Pro-Clinton Modeling:** Black-Pod daylight operations will engage female models with aspirational wardrobe, jewelry/accessory, cosmetics, and body-fat levels to frequent shopping areas, salons, and parks to positively model pro-Clinton signifiers (such as “I’m

With Her” shirts or hand-bags or “Ready For Hillary” bumper stickers on vehicles). Operatives will track views and interactions with models. Models will be coached in pro-Clinton messaging.

Social Media Operations

The local/community-news site Topix has a significant footprint in the PA-08 area. We will be creating a user account in the identity of Katie Wagner-Fox (top 5% ‘whitest’ names), an upscale / aspirational white young woman (married) who will be a mouth-piece for pro-Clinton views. A CTR team will handle on-line engagements to disrupt Trump supporters and encourage potential pro-Clinton females.

We are aware that there will be a major messaging drop coming in the next few days and need to promote emotional triggers for SEXISM, MISOGINY, and RAPE CULTURE. Please have female staffers on hand to help guide gender-targeted messaging and provide authentic voice.

Door Knocking

White Pod will be organizing traditional Get Out The Vote door-knocking operations. We have provided an alternate strike-list of female likely Trump voters that will be injected into the White Pod operation. Black Pod operatives will recruit negro agents to visit potential-Trump houses of female voters.

Presentation will mix non-verbal intimidation (personal-space invasion, direct-prolonged eye contact, elevated shoulders, hoodie-style clothing) with articulate speech and basic persuasion markers. When the target feels intimidated by the subtextual intimidation, the textual communication will create a WHITE GUILT trigger in her.

This will either suppress or possibly even redirect potentially pro-Trump female voters.