Twitter Thread by Rachel "The Doc" Bitecofer ■■■



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1. The ideal outcome @JRubinBlogger & @AliVelshi IS that the MAGA faction turns on the "establishment" part of the party & they tear each other apart. This is why only 20 M.O.Cs are acknowledging Biden- they are TERRIFIED of this. But I should make something clear & this is

2. something that @rickwtyler and this panel doesn't seem to be sending a vibe off that it gets and that is that absent some type of intraparty Civil War 2, the Republican Party is not a party in decline, heading into a sunset, its a party primed to go into the 2022 cycle & take

3. the Speaker gavel from @SpeakerPelosi! I mean, jeez guys- all of the stuff just talked about in terms of its abandonment of sanity, of the rule of law, of its dereliction of duty to the Constitution while it performs gross fealty to a swamp creature, all of that was true 1

4. month ago and what happened?? They gained 11+ House seats and potentially will hold the senate majority even though Ds had 6 pathways to it. 6! No, as craptastic as it is, despite the fact that it stood ready to execute a coup it spent months preparing for w Trump, the GOP is

5. STRONG right now. Its voters- and NOT just the nuts you see at the MAGA rallies, I'm talking about mild-mannered regular folks you run into at the bank and work with at Progressive Insurance- those folks are STOKED on the Trump Admin (albeit the Right Wing media over the past

6. decade, and esp the last 5 years, moved from conservative spin to full on alternative facts to create an alternative universe- which allows R voters to assess Trump along a set of contrived metrics that are completely fabricated and not based at all on his actual performance.

7. That's why- as early as Jan. 2019- in my NYT-op ed, Why Trump Will Lose in 2020 I said that turnout for both sides will be massive. I learned from the 2018 cycle how galvanized the Rep electorate was- that is was being fired up via negative partisanship. That is why Ds

8. underperformed in some of the 2018 senate races and lost in GA Gov and TX and FL ultimately. Watching that panel on @AliVelshi one would have the impression of a GOP descending. Please don't think like that! The potential that the party fractures over Trump's loss is our best

9. hope for this. If we get lucky, this will cause a massive 2nd Civil War in the Rep Party & distract them from focusing on the D Party. In addition to this, the electioneering/messaging/branding/offensive overhaul I am hoping to work with the DNC on will be CRITCAL to upsetting

10. what will otherwise be a bruising Midterm. If Ds go into the Midterm under the same electioneering system they've been using (as they used in the 2020 cycle) the House majority is gone. They've got to position themselves as the governing party up against a party of extremists

11. who are intentionally trying to sabotage the economic recovery playing politics and frames the Midterm as a referendum as a question on whether the GOP can be trusted with power. The American people don't know why Congress is broken. They don't know why legislation doesn't

12. come from Congress. When COVID relief legislation doesn't get passed through the whole of the fall general election season, voters are told by media that "Congress adjourned without passing anything." They aren't told- America, you need direct payments, small business grants,

13. 600 added to unemployment because if you are a middle class wage earner, unemployment comes nowhere close to replacing your wage. And do you know WHY you don't have these things? BC the Rep Party controls the senate and refuses to give it to you. In fact, the Republican Party

14. has become SO extreme that more than half of their senators want to give you NOTHING. That's right, NOTHING. Americans never hear these points. They don't hear them via a bully pulpit which could be implement due to control of the House & pressers, they don't get it in ads,

15. and they sure as hell didn't get it as the basis of the Dem's case for the 2020 general election in which you'd have thought they might have wanted to put before voters this basic fact: if you want gov to function for you- you're going to have to elect a functional party to

16. control it. Tell voters- show up, vote for this NC senate race & give us control of the senate so we can finally pass ___, ____, ___. Give voters stakes. Make them realize that there's a connection between their decision to vote & the outcomes they'll receive policy wise.

17. Take some pages out of the GOP playbook- stop making the vote micro, make it macro. Make voters see a tangible benefit to themselves. And if they're not liberals- for god's sake, make that tangible benefit money! Understand that voters DON'T know all of the current events and

18. news you know. Actually, they don't even know 1/8 of that stuff. They didn't watch the House impeachment hearings and chances are good that they didn't even read an article about it either! We, the people reading this thread, working on campaigns, reading about politics,

19. CARING about politics- we are freaks. We are not typical people. My political science students- even the majors, most of them (albeit the fact that they were young) didn't know who McConnell was. And they, themselves are far more informed that any avg. American. The GOP gets

20. this. They realize that they are working with clean slates when it comes to the electorate. They can fill those slates with anything they want. They can focus on big themes. They can tell Black voters not to vote for Biden bc of a 1994 Crime Bill vote even though he's running

21. to remove from office a man who is simultaneously to that ad, running ads on TV in WI, MI, and PA telling "suburban housewives" that they must vote Trump bc their suburban homes are under invasion (it is implied by Black robbers off camera) and only Trump can save them. The

22. The very same type of white fragility propaganda that MAKES whites likely to shoot Black people for crimes like walking with Skittles & a hoodie in the dark. The VERY worst kind of propaganda. So Ds need to refine their electioneering system and start talking to the voters

23. that actually exist and not these mythical voters that their focus group & polling data creates.

BC far from weak- the GOP is coming out of 2020 strong. IF they can shake Trump off in Jan, they will be favored to take the House w/o the changes I'll be fighting to implement.