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



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1. What @WillieGeist is trying to get across to @NikemaWilliams on @Morning_Joe is that the GOP is nationalizing their message & making their message high stakes, tapping into voters anger at Trump's loss to get them to vote in a Jan. run-off & that Ds NEED TO DO THE SAME. Its

2. about giving Trump power- its about giving low-info voters, who are the bulk of the electorate motivation to cast ballots in the run-off. This is WHY turnout plummets in these things on the D side- the GOP keeps their messaging on stakes (control of the senate to fend off

3. socialism) while Ds go off into policy. That is a losing strategy. It just lost them nearly a dozen House seats & the chance to cut into partisan gerrymandering by flipping 4 state houses. They can't make that mistake here bc control of senate is everything here. If Ds have it

4. Biden can get some policy done- if Ds don't, the GOP will block everything. Biden will be a lame duck from day 1. So the message should be "hey voter, did you know you have a super vote? That's right, with your one vote, you can elect 2 senators that will give Ds control of

5. senate & with it REAL police reform. With it, Dreamers not getting deported to countries they've even been to- potentially to die from lack of insulin. With it, the power to save the pre-existing conditions coverage for millions of Americans, including Nicu babies who'd in

6. the old system, became uninsurable by age 1 bc of all the surgeries they needed to survive to that point. All from your decision to swing by an early vote. That's one hell of a vote!

THAT's the messaging they get on the other side. They're told they're votes are super votes

7. every cycle, every election, every contest which is why they whoop our asses on turnout, even when our turnout is high like it's been under Trump. That's why Ds got hammered on the congressional races this cycle- they focused on policy, never painted a big picture narrative

8 that impressed upon low info voters that they needed to fill out the whole ballot while they were voting for Biden (undervotes were a big problem) and like I said, when I get the voter file data in, I expect the differences between those

frontliners that held their seats and

9. and those that didn't will be that % D turnout relative to % R turnout, as I explained to @davidplouffe & @SteveSchmidtSES on their awesome new pod @therecount which you should subscribe to! Campaign math for the polarized era. https://t.co/uZtLAJGhZU

6.