

2016 IDP CORE MESSAGE ANALYSIS

(Denver P-R Firm Compilation in contract with the National Democrats)

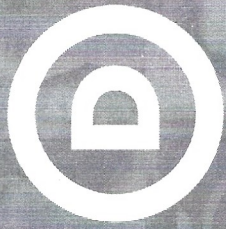
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Who We Are & What We Believe



WHO WE ARE & WHAT WE BELIEVE

Our nation's greatest strength is our people: honest, hard-working people from all walks of life. We want to do well for ourselves and our families—and do our part for our communities and our country.

We respect the dignity of every person—no matter who you are, what you look like or where you come from. Each of us has something valuable to contribute—and when Americans work together, we can accomplish anything.

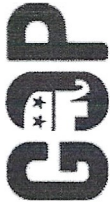
Democrats fight every day to move our country forward and make our government and our economy work for every American—not just powerful special interests.

Because America works best when it works for all.

Which statement comes closer to your view of a political party you would want to support?



51%



39%

REGISTERED VOTERS

When deciding whether to support a political party, how important would it be to you personally that they believe this?



51% Extremely Important
38% Somewhat Important

OUR PRINCIPLES

ECONOMIC GROWTH, FAIRNESS & OPPORTUNITY

We work to create economic growth with economic fairness, so our economy creates good jobs with good pay. We believe in rewarding honest, hard work with jobs that pay enough to get ahead—whether you're the custodian or the company president. Everyone should have the opportunity and tools to build a good life—like a good education, health care and child care.

EFFECTIVE GOVERNMENT

The voice of the people must be heard in government, so it works for the common good—not powerful special interests. An effective government that works for the good of all can bring people together to tackle big problems we can't solve on our own.

FINANCIAL SECURITY

We all pitch in to build a strong safety net, so every American can feel financially secure. It should be there to ensure each of us can enjoy a secure retirement without worry—or get back on our feet if we fall on hard times.



NATIONAL SECURITY

America is the world's strongest nation, but we face deadly threats from terrorists and other enemies. We need to be smart about security. That means using our military wisely and joining forces with our allies. We're strongest when we stand united to keep our communities and country safe.

DIVERSITY & UNITY

America is a diverse country of people from all walks of life who share a common destiny. Our diversity is one of our greatest strengths. We respect everyone, fight discrimination and stand up to those who would divide the American people.

FREEDOM, EQUALITY & JUSTICE

Americans believe in freedom, equality and justice for all. Every person should have the freedom to pursue their own path to happiness. Everyone should be treated fairly. We should fight poverty, prejudice and injustice in our communities and country.

PERSONAL & SHARED RESPONSIBILITY

Each of us has a personal responsibility to do our best to provide for ourselves and our families. We also have a shared responsibility to do our part for our communities and country. America works best for everyone when we each do our fair share.



SELECT ISSUES

These messages provide examples of how Democrats can achieve powerful results by applying the narrative approach to specific issues.

TAXES

America works best for all of us when we each do our part for our communities and country. That includes paying our fair share in taxes to build our roads, educate our kids and keep our country safe. But too often, powerful special interests get special tax breaks. We should close loopholes that let them get away without paying their fair share.

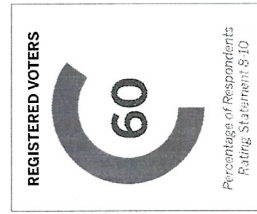
IMMIGRATION

For generations, hard-working people have come to America to make a better life for their families and contribute to our country. They bring talents and perspectives that enrich our culture and help American businesses innovate. Our immigration system should respect the dignity of all people, while working to secure our borders and strengthen our economy.



JOB & WAGES

Many jobs don't pay enough to build a good life. Honest, hard work should be rewarded with jobs that pay everyone enough to get ahead. We should invest in innovation industries like clean energy and build economic infrastructure like roads, bridges and ports to help our economy grow and create good-paying jobs. Because when working families earn more, our economy works better for everyone.





DEMOCRATS.ORG

This messaging has been used through two legislative sessions and has allowed Democratic legislators to broaden their coalition of supporters, stay relevant in the legislative process, and create a positive presence in the media. In 2012, all of our candidates used this messaging at the doors and in their mail pieces and we accomplished the miraculous feat of a net zero, legislative loss in a Presidential year, whereas we normally lose legislative seats.

Core Message:

Idaho communities are stronger when families and businesses prosper together.

Values: Focus writing or conversations on values that people of all ideologies relate to and Idaho Democrats work hard to ensure. Agreement unites us; unity makes us strong—disagreement divides us; division makes us weak. Here are six values which define an Idaho Democrat and all Idahoans hold dear as well.

1. Prosperity 2. Community 3. Opportunity 4. Responsibility 5. Fairness 6. Quality of life

Idaho Democrats know that communities are stronger when families and businesses prosper together.

Issues: Idaho Democrats are diverse independent thinkers, who are passionate about many issues. By focusing on the top four issues that are important to us all, we can have successful conversations with neighbors.

1. **Education:** Idaho Democrats believe that a world-class education system is the backbone of our economy and our future. It is our responsibility to give our children the best opportunity to succeed in a modern world.
2. **Economy:** Idaho Democrats believe that Idaho's leaders have a responsibility to create high-paying jobs and thriving communities. It takes a community with solid infrastructure, healthy families and strong businesses to make this a state where our children have opportunity and can choose to raise families here.
3. **Environment:** Idaho Democrats consider themselves responsible stewards of our clean air and clean water. We have a duty to preserve Idaho's unique quality of life so Idaho is a place where our children can prosper.
4. **Ethics:** Idaho Democrats believe our elected officials should be held to high standards and we should all expect fairness and equal protections under our laws.

Just as Idaho is unique among all of the states, so are the people of Idaho. Whether we have been here for generations, or are recent transplants, our work, recreation and civic activities draw upon a rich history that remains tied closely to a place with far more mountains, rivers and wildlife than people. As Idaho Democrats we have our own unique wisdom and experience to share with Democrats from other states and with the nation. There is no other group more focused on setting our state and our state's people on a path toward a prosperous future with healthy communities and opportunities for Idaho's children and families than Idaho Democrats.

There are a number of reasons why it is crucial that we define what it means to be an Idaho Democrat. First, the Idaho GOP has gotten lazy and has become focused on exploiting national discontent and wedge issues. This is not a sustainable model of communication. It necessarily leaves GOP candidates at a disadvantage when it comes to connecting directly with voters on the local issues they know impact them most. When local

issues are discussed consistently, voters will notice which party speaks for them and that will be reflected at the polls.

Second, the 24-hour news cycle almost guarantees that some partisan scandal will occur on any given week. These scandals keep people distracted from the issues at home. For Idaho Democrats, it distracts from our brand of being community-oriented, progressive and reasonable. Further, our local issues tend to be more stable, more predictable, and more workable from a strategic standpoint since they are not changing every week.

Finally, Idahoans are in a cycle of voting against Democratic presidents. Both Obama and Clinton re-election campaigns in '12 and '96 earned nearly the same percentage of votes. We need Idaho voters, who might shun our national candidates, to feel as if they have a reason to believe that Idaho Democrats are different. And, we are! We are the only Democrats in the country who are first and foremost interested in improving the lives and prosperity of Idahoans. This is a pragmatic truth that President Obama himself would applaud. We help national Democrats by working hard to get the red out of one more western state. As message discipline is achieved, we will find ourselves in positions similar to Colorado and Montana Democrats who were able to help Obama win re-election.



IDAHO MESSAGE STRATEGY SUMMARY

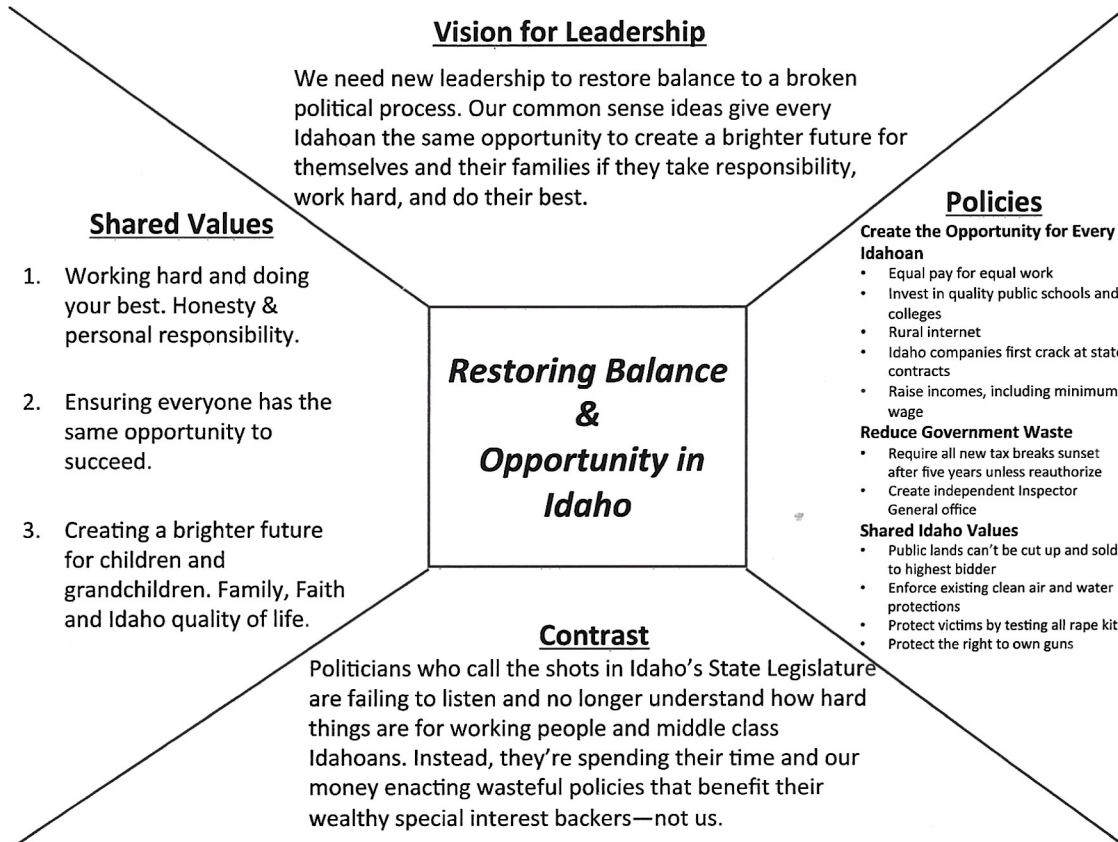
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CORE MESSAGE:

Restore Balance & Opportunity in Idaho



IDAHO DEMOCRATS STAND FOR:

- A brighter future for our children and grandchildren.
- A growing economy that works for everyone - not just the wealthy and big corporations.
- Strong communities, strong families and strong businesses.
- Schools, colleges and universities that create opportunity here in Idaho.
- Protecting our quality of life: clean air and water, access to public land and safe communities.

Effective Communication Guidelines	
<u>DO</u>	<u>DON'T</u>
Focus on <u>outcomes</u> that impact people's lives	Get lost in the process or policy
Use everyday language and effective messengers to <u>convey</u> values	State values as buzzwords
Connect values like fairness and responsibility to voters' <u>self-interest</u> ; When powerful interests get special treatment, it hurts us	Appeal <u>only</u> to community values like equality or justice because they are the "right thing to do"
Suggest that Idaho can do better	Forget voters' distrust of politicians and government
Connect key issues: "Invest in good schools, job training and affordable higher education so we can compete for jobs."	Talk about big budget numbers without specifics: class sizes increasing, arts & gym classes that have been lost, etc.
Show that more efficient government is possible	Ignore the need to build in accountability and openness to any government solution
Demonstrate a contrast with the opposition	Forget that people want solutions and cooperation – not political games, extremism, or liberalism
<u>Stand up for regular people</u> : hard-working, middle class, struggling families, etc.	Attack the rich, conservatives, or business <u>without</u> direct comparison to "everyone else"
Attack pay-to-play politics that results in higher taxes for hard-working regular people	Talk about business tax cuts without criticizing corruption
Criticize a system that is out of balance	Attack "Republicans", refer to them as "politicians calling the shots at the legislatures"
Use phrases like "stand up", "working hard" and "creating common sense solutions"	Use divisive language like "fighting" and "dispute"

Three Key Issues that Appeal Across Idaho

1) A GROWING ECONOMY THAT CREATES OPPORTUNITY FOR ALL

To build a more prosperous Idaho, we need to improve incomes for hard-working people and invest in the future. We can create opportunity by giving Idaho companies first crack at state contracts, promoting internet access in rural areas, and making sure women are paid equally for doing the same work as men. Ensuring our children have access to high quality local schools, college and universities gives them the training and skills to compete for the good-paying jobs of tomorrow. A well-trained work force will attract more job creators to our state, creating more opportunity and helping local communities across Idaho thrive.

2) RESTORING BALANCE TO MAKE GOVERNMENT ACCOUNTABLE:

We believe everyone should have the opportunity to work hard and create a better life for themselves and their families. But our system is broken and out of balance. Too many politicians have focused on helping the wealthy and big corporations, instead of making sure all Idahoans have a chance, through hard work and responsibility, to make ends meet for their families. Instead of wasting our money on policies that benefit the special interests, we need to restore balance by making responsible decisions that give all Idahoans the opportunity to succeed.

3) QUALITY OF LIFE:

- **CLEAN AIR & WATER AND ACCESS TO PUBLIC LAND:** We are responsible stewards of clean air and clean water that make Idaho a great place to live, work, and raise a family. We believe that we need to responsibly enforce our existing clean air and water regulations in order to protect open spaces, healthy forests, and rural economies.
- **ACCESS TO PUBLIC LAND:** We believe that we must ensure our public lands are not cut up and sold to the highest bidder, so our children and grandchildren can enjoy our state's treasures with their families.
- **SAFE COMMUNITIES:** We all care about keeping our communities safe.
 - We respect our police and military members that honorably serve and protect. We must take care of returning veterans with job training, mental health and veteran support.
 - We believe in responsible gun ownership for hunting, sport or protection.
 - Currently, thousands of victim rape kits from sexual assault go untested every year. We should protect victims and bring criminals to justice by requiring that every single rape kit is tested.
 - We can ensure that our mentally ill citizens and their families get the support they need. It's safer, cheaper and more compassionate than letting them fall into the criminal justice system.

Economy

CORE MESSAGE:

Idaho Democrats believe businesses need a qualified workforce, safe communities, good schools, transportation, and modern communication to thrive. Prosperity for business and families go hand in hand.

KEY WORDS: Hard work, Communities, prosperity, investment, education, qualified workforce, families, strong communities, opportunity, personal responsibility, prosperity, small business, and big corporations

ABOUT THE ISSUE:

The politicians calling the shots in the state legislature are more concerned with their special interest backers than they are with regular Idahoans. As a result, the system is broken and unbalanced. We need to restore balance so that all Idahoans, not just the wealthy and big corporations, can get good jobs and create thriving businesses that make our communities grow.

DEMOCRATIC TALKING POINTS:

- High-paying jobs keep our families and communities whole by giving our children the opportunity to succeed and raise families in Idaho.
- We need to restore balance and opportunity, like making sure that women receive equal pay for equally hard work.
- We want to stop spending tax dollars on companies that ship jobs overseas, to prioritize the use of manufactured goods that are made in the USA, and give Idaho companies the first crack at state contracts, so our tax dollars stay here at home.
- We need to find innovative ways to encourage business growth, particularly small business, rather than simply listening to Big Corporations and rich CEOs and crossing our fingers.
- Idaho needs to make responsible investments in education, as well as roads and businesses to attract good jobs and help businesses prosper.
- Politicians running the legislature shouldn't give big tax cuts to the rich, while offering middle and working class families \$13 at a time when we need to fulfill the promise to our children by guaranteeing five day schools weeks across the state, access to broadband Internet in every school, and fair pay that helps retain high quality teachers in Idaho.

MESSAGES TO DEFINE THE OPPOSITION:

- The politicians calling the shots in the state legislature aren't doing enough to restore balance to a system that has led to Idaho being ranked No. 1 in the percentage of minimum wage jobs.
- Rather than working to attract high-paying wages, the politicians in the legislature give handouts to companies that pay low wages--creating a vicious cycle of low wage jobs.
- Politicians put their special interest friends first, ignoring local small business and hard working families. Their pay-to-play politics favors the powerful that fund their campaigns.
- Politicians in the legislature have spent hundreds of millions of our tax dollars on expensive private law firms, legal fights they never had a chance of winning, pricey education 'fixes' that never worked, and a private prison company that has bilked Idaho taxpayers. We need to elect new leadership that will put the focus on transparent, accountable, and efficient use of our tax dollars
- Politicians in the legislature have passed tax breaks for big corporations, and tax cuts for the rich, while increasing gas taxes on working and middle class families. It's time to end the tax breaks, reinvest that money in our schools and roads, and refocus priorities on strengthening Idaho's middle and working class families

PIVOT POINT:

Businesses small and large say they must have an educated workforce to have an opportunity to thrive in Idaho. That requires investment in education--both K-12 and higher education. Businesses also require modern infrastructure and safe communities to prosper. The truth is that pro-education policies are some of the most important pro-business policies that we can create.

Education

CORE MESSAGE:

Idaho Democrats believe that a world-class public education gives children bright futures with a path toward economic prosperity that keeps families and communities strong.

KEY WORDS: Accountability, local control, jobs of the future parents, students, children, teachers, world class, investment, whole families, strong communities, opportunity, prosperity.

ABOUT THE ISSUE:

We are putting strong schools at the top of our agenda, while politicians in the legislature continue to avoid that responsibility. We need to make responsible investments in our schools so that our children can thrive and businesses grow. Our rural schools have seen drastic cuts that force 1 in 3 schools to be open 4 days a week, and many don't have access to broadband internet, which deprives children of a quality learning environment.

DEMOCRATIC TALKING POINTS:

- We share responsibility to make responsible investments in a quality public education system that ensures our children will have the opportunities they need for a bright, prosperous future.
- With enough money to fund our schools without raising taxes, we should honor our promise to teachers to fund meaningful salary increases that enable schools to recruit and retain high quality educators who give our children real opportunities to get ahead and thrive.
- Idaho's rural schools need our help. Many buildings are in need of repair, lack access to high-speed internet and have to close 1 day a week to save money. It's our responsibility to make sure every student in Idaho has access to a quality education, which is one of the key ingredients to thriving communities and a stronger economy.
- A top quality education system provides opportunities for businesses to grow in Idaho.
- By closing tax loopholes for the reach and big corporations, we can continue to invest in our schools without raising taxes.

MESSAGES TO DEFINE THE OPPOSITION:

- Idaho's Legislature has consistently underfunded our children's future. Idaho has the 47th lowest investment per student in the country. One third of all of our rural school districts have a four-day school week, and our teachers are some of the lowest paid in the nation.

- Politicians in the legislature ignore educators and parents while creating a minimum wage economy.
- Business that offer high paying jobs do not locate in school districts that only offer school for four days a week.
- Instead of making responsible investments in our schools, politicians in the legislature have given tax breaks to the wealthy and big corporations, stifling Idaho's chances to thrive.

Making Government Accountable to the People

CORE MESSAGE:

Idaho Democrats believe that we can restore balance to Idaho's government by cutting waste and putting hardworking people before special interests.

KEY WORDS: Corruption, pay-to-play politics, rich & powerful special interests, restoring faith/trust, honesty, shared responsibility, open and accountable government, level playing field.

ABOUT THE ISSUE:

In recent years, one story after another found unethical or down-right illegal behavior by politicians in Idaho. We must restore confidence in our public sector by demanding higher standards.

DEMOCRATIC TALKING POINTS:

- We must restore trust in public servants so the public can believe that they serve the common good.
- Politicians calling the shots in Idaho have created a pay-to-play system of government that awards contracts to influential campaign donors, defers to political cronies and squanders our tax dollars making the rest of us pay more.
- Idaho Democrats value fair play, accountability, transparency, and shared responsibility. We work to stamp out corruption and cronyism in our government and create a level playing field.
- Idaho Democrats believe our tax dollars should be spent in the most efficient way possible, which is why they support creating an independent Idaho Inspector General's office, which will root out corrupt and frivolous spending.
- Idaho Democrats believe that all tax breaks should sunset after five years, and can only be reauthorized by the legislature following careful review of the policies.

MESSAGES TO DEFINE THE OPPOSITION:

- Idaho is the only state without a broad set of ethics laws and politicians keep it that way leaving regular Idahoans on the outside looking in.
- Politicians refuse to take bad behavior seriously. Cronyism is business as usual. It is crippling our state and must be stopped.

Public Lands

CORE MESSAGE:

Idaho public lands are a birthright that is our responsibility to pass on to future generations. If we lose access to public lands, our unique quality of life goes with it. Right now, the Idaho GOP leaders are working to put our public lands into the hands of a few wealthy interests. If that happens, it will hurt our economy, as well as threaten our clean air and clean water.

KEY WORDS: Conservation, clean air and water, responsibility, access.

DEMOCRATIC TALKING POINTS:

- Idaho is not for sale.
- We don't have to choose between a strong economy and protecting clear air and water. We can do both.
- The state cannot afford the ten's of millions it would cost to manage public lands and would be "forced" to sell them.
- The Idaho Outdoor Recreation Industry supports tens of thousands of jobs and creates billions of dollars in revenue from recreational activities. Protecting our public lands is vital to our economy and the future of Idaho.
- The federal lands task force has collected enough information to know that this is a bad idea.
- Our public lands should not be sold to the highest bidder, instead that must be protected so our children and grandchildren have a chance to hunt, fish and enjoy our state's natural treasures.

MESSAGES TO DEFINE THE OPPOSITION:

- Politicians threaten rural communities and small businesses by failing to recognize that the Outdoor Recreation economy has become a primary industry for Idaho.
- A recent study by the Idaho Conservation League found Idaho would lose \$1.5 billion over ten years and \$2 billion after 20 years, if they move ahead with "disposal" of our public lands.

Guns

CORE MESSAGE:

Many Idaho Democrats are proud to be responsible gun owners who are hunters, police officers, and gun sports enthusiasts. Idaho Democrats support and defend 2nd Amendment rights. We should need investment in mental health care to reduce tragedy and violence. (In 2010—183 out of 199 gun deaths were suicides). We will listen to the people in our districts and give proposed legislation careful consideration.

ABOUT THE ISSUE:

Gun advocates use high emotion to tar Democrats with an issue that has served the ID GOP well for 30 years. Many Idahoans own guns and distrust federal efforts to “control” them in any capacity (EPA, ESA, guns, social welfare programs, surveillance society, etc).

PIVOT POINT:

Everyone agrees that we can make Idaho safer. A big way to do that is to improve Idaho’s mental health care system. We can ensure that our mentally ill citizens and their families get the support they need. It more compassionate and cost-effective to be pro-active than to wait until these folks enter the criminal justice system.

MESSAGES TO DEFINE THE OPPOSITION:

- Politicians have cut mental health services and put the public at risk.
- Twenty years of failed policies have made our prisons our state’s main method of delivering mental health services.
- It would be far cheaper and more human to give our mentally ill citizens the treatment they need, rather than ignoring them and letting the much more costly prison system take them on.
- Politicians in the legislature have made our communities unsafe, by not funding programs that require law enforcement to test every rape kit they receive from victims of sexual assault. This is a crisis that has put our communities at risk for more violent crime.

Talking Points on Hot Button Issues

OPENING RESPONSE TO TOUGH QUESTION:

"I will listen to any ideas and proposals that could make Idaho a better place. After studying the issue and seeking advice from people in my district, I will make a decision based on the values of Idaho: hard work, responsibility and creating opportunity for all."

Abortion:

- No politician should be involved in decisions that are better left to a woman, her family, her doctor and her faith.
- We can all agree that we can work toward policies such as reducing the rates of teen pregnancy.
- We should focus on areas where we agree, such as making sure expectant mothers have the prenatal care and support they need to bring a healthy baby into the world.

Constitutional Sheriffs:

- Idaho Dems protect and defend 2nd amendment rights.
- Our public officials should be focused on their basic public safety missions and on how to leverage potential federal support to make their communities safer.

Elections/Voting:

- Voting in Idaho's elections should be an easy and accessible process for all eligible Idaho residents in order to protect our freedom to participate in this great democracy.
- Anything that makes it more difficult to vote restricts a basic freedom, our constitutional right to vote.

Common Core

- [PIVOT] It is time we invest in Idaho's children to attract more jobs. The debate over Common Core is a distraction from the bigger problem of 20 years of failed leadership to build strong schools.
- Idaho's GOP leaders, Otter, Luna and the GOP controlled Legislature, made the right choice in adopting these standards.
- Common core is a baseline and Idaho will likely have more rigorous standards for our children.
- We will make sure student information is kept private.
- We will listen to school districts that have voiced opposition to Common Core tests, in favor of the adequate and cost effective system of testing that Idaho already uses.

Adding Human Rights Protection for GLBT

- According to Idaho law it's legal to fire someone or deny them housing simply because they're gay or transgender.
- Every Idahoan should have the same right to fairness, opportunity and equality before the laws of our state.
- Seven Idaho cities have chosen to outlaw discrimination against gay people because the political leaders in the legislature refuse to even debate the issue.
- We are all God's children.
- Most businesses, especially ones with large footprints outside of Idaho, say that it is basic good business to extend human rights protection to all people.
- Businesses will continue to overlook Idaho until we can make all of their employees feel welcome and protected.

Affordable Care Act

- Idahoans are independent and capable people. If Idaho leaders had acted as leaders, we would have had our own health insurance exchange up and running and not have had to rely on the federal exchange.
- We will do everything we can to make sure that the promise to lower insurance costs is realized.
- We will do everything we can to make sure that no child goes without medical treatment simply because he or she was born into poverty.

Immigration Reform

- We can call on the federal government to increase border security and to focus law deportation efforts on criminals.
- Idaho's Agricultural Industry has advocated for fair, sensible immigration reform for decades. It is vital to our economy.
- Immigrant families are hard working and create the backbone of many rural Idaho communities. By making sure we invest in the education that their children need to succeed, we can make the American dream live for generations to come.

Our staff will work with candidates to train and support them on media interactions, personalizing and localizing our messaging statements, and creating effective literature.

Democratic Caucuses: Our constituency caucuses are a valuable tool to bring new members into the party. They also give us an outlet to understand the issues and concerns of normally underrepresented populations. They are autonomous organizations but we must work closely with them to ensure an alignment of values and strategies.

Technology

Social media: Since social media depends on viral spread, a successful strategy will depend on a rapid release team composed of regular progressive users on those platforms who help spread our message. We anticipate that social media will grow and be part of our regular review process after each election cycle. New social media platforms come out every day and we will look for platforms that are trendy and are useful for political purposes. We have Facebook, Twitter, Youtube, and Flickr accounts – and are building Instagram.

Website: Our website is an evolving and improving platform. The most important item that we can do is post new content several times a week to keep our page fresh and relevant. We will also use our other technology tools to drive traffic to our website. Our website is a simple way to collect contact information and receive donations. We continue to use analytics tools to improve usage and usability.

Paid Media

We need to include a paid media campaign in our budget that incrementally increases to the \$250,000 range. Currently, we can make more use of expanding our presence on social media and setting aside small amounts for “gorilla advertising,” which is fast, responsive and relies on viral factors to get the best result. As our success continues and momentum builds, we can expect our advertising budget to ebb and flow between election years. Over time, we will attempt to have a vigorous budget that can include expensive television advertising. In odd-year elections, advertising will set up the Legislature for election year issues that help them, and work to improve the results of our nonpartisan races. During election years, the advertising will complement candidate spending in statewide and congressional races. An effort, particularly during presidential years, to help county elected offices and incumbent legislators may make sense. Regardless, our traditional media and our ability to get earned media is not sufficient to control our brand or move the population quickly into a level of support for us.

Messaging Summary

Perhaps out of habit or a lack of confidence or simple frustration, our members tend to be in an unending loop of asking ourselves who we are and how can we communicate our values. A look back over the last decade or so of messaging and polling work shows consistent, clear themes that have been used during the years we have enjoyed success. We would better use our energy focusing on message discipline, public speaker training and coalescing around our identity.

Our messaging was created by a Message Team of communication experts that represent our diversity who have reviewed every poll, survey, and media campaign that they could locate. Our message is evidence-based, data driven and was developed independent of national messaging. It is the culmination of a decade of work by political experts, candidates, and activists in our state and captures the identity and values of an Idaho Democrat.

What you see outlined below is a gutsy, smart and value-laden approach to winning the hearts and minds of voters so they feel assured enough to vote for Idaho Democrats. These bold, decisive statements say, "Idaho Democrats have a vision to make Idaho great again. We have the courage. We have the strength. We have the heart. We will not be silenced as Republicans tear down that which took decades to build--our communities."