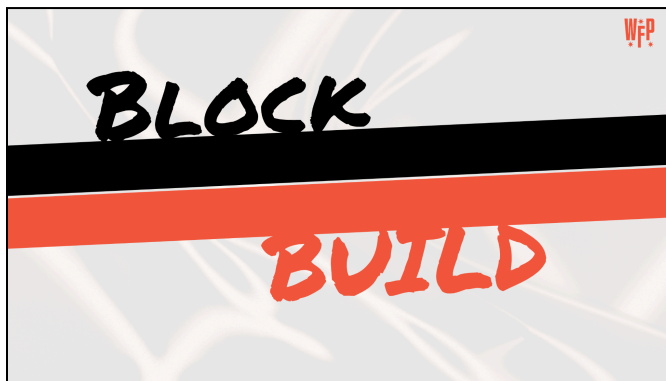


WORKING FAMILIES PARTY MASS CALLS

Mass Call #4 - Political Education Script



- We only have time to do a short political education session today.
- But because so much of what we are talking about can be understood through the lens of our Block and Build strategy, we want to spend at least a few minutes on this before we hear from our panel.



- So let's look at this slide again. We come back to this every time, because it is so important to have a clear and shared understanding of the political context in

which we are working.

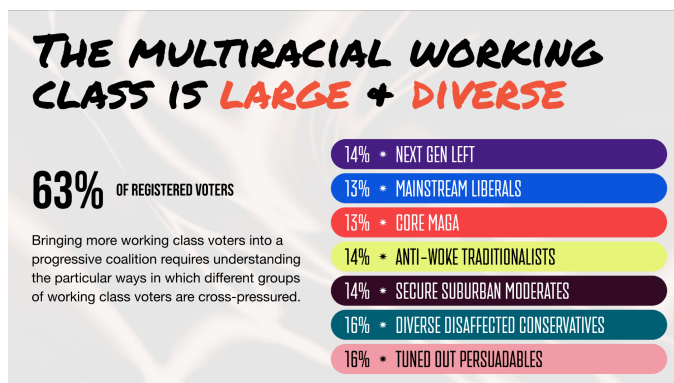
- I want to focus on point number four on this slide, because it helps us think about the conversation we just had with Maurice. The two party system we currently work in limits our room to maneuver.
- Like we talked about on the last call, WFP is fighting to change the rules of this electoral system that decreases our choices and lowers our ambition, but we are not there yet. So we are in a situation where we have to make chess moves as we get closer to November.
- And as we make those chess moves, we have to keep in mind the point you see in the orange box here: that the long term goal of our work is to build electoral majorities.
- So thinking about how we build those electoral majorities is what we want to talk about next.



- As we discussed earlier, blocking and building needs to happen at the same time. It is not like we can spend all our time blocking and then one day we will just be done with that, and we can say to ourselves, “well, I guess it is time to start building.”
- Y’all we have to be able to walk and chew that gum at the same time!

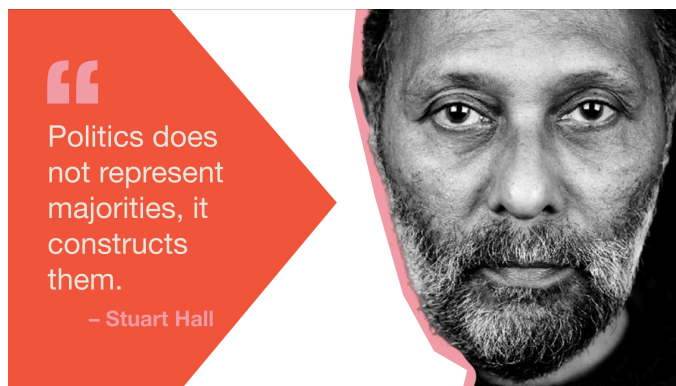


- So who knows who this is? Drop it in the chat if you have heard of Stuart Hall!
- Stuart Hall was born in Jamaica and lived in the United Kingdom. He was a marxist cultural and political theorist. He was incredibly influential not just in England but around the world, and back in the day he helped a bunch of marxists who only wanted to talk about class to understand the role that people's racial identities played in their experience of class.
- His writings helped people understand how folks develop their political identities.
- And because we are going to be talking about housing with our panelists in a little bit, he also wrote about the way that the right wing in England used housing policy to break down the solidarity of the working class and to get working people to vote for Margaret Thatcher.
- So this quote speaks to the way in which politics helps shape identity and build new majorities. Maybe this is easier to understand through the lens of our opposition, because this is the game they are playing very well.
- Before 2016, there was no such thing as a “MAGA Republican.” Now they are the dominant faction inside the Republican party. The MAGA movement has used a combination of elections, organizing and narrative to create a new bloc of voters. That is why they are so hard to stop and it will take a united front effort to do so.



- But longer term, we need to build our own bloc of voters. It needs to be made up of working class people of all races.
- The thing you see on this slide should be obvious to most all of us. The working class IS big and it IS diverse. Of course, if you turn on the TV news they may try to sell you an image of who a working class person is – but we know better than to buy into that!

- This slide represents the results of a major research project that the WFP has been leading since last year. We polled over 5000 people, and using an entirely new way of determining someone's class background – which is something that mainstream pollsters still don't know how to do – we were able to identify seven different ideologically distinct groupings within the broader working class based on how they responded to values-based questions.
- And here's a spoiler alert: there IS a working class left. In fact, only ONE of those segments of the working class is down-the-line opposed to our politics. As you might have guessed, that is the Core MAGA group you see on this slide.
- All of the other groups on this slide are aligned with us on many things, in some cases most things. Our research also shows that messages that lean into class conflict and name the bad guys are broadly appealing to working class people in all groups (except the Core MAGA group).
- At the same time, members of the working class are under pressure from different directions. These so-called “cross pressured” voters hear different things that may make them lean away from our politics.
- For example, ever wonder why the Republicans go on and on about “wokeness?” Well, it is because that is a wedge issue that they are using to go after the anti-woke traditionalists on this slide. This is a group of voters that is a bit older, and there are a lot of Black and brown folks in this grouping.



- So let's bring Stuart back up here for a second.
- We are going into an election. Elections – especially Presidential elections – are like the World Cup. Every four years, suddenly everyone is a fan of soccer. At election time, suddenly all kinds of working class people are paying attention to politics in a way they might not be at other times of the year.
- So as the organizers and strategists on this call who want to build a new working class majority in this country, we need to get on the field of play RIGHT NOW.

We need to be organizing and talking to voters to block facism in November, and to build the world we want beyond!