

Election Battle

David Zokaites

November 11, 2022

Presented at the Democratic Forum

# The Battleground

- Integrity vs corruption
- Big money vs “we the people”
- Honesty vs pretense
- Progress vs convention
- Republican vs Democrat
- Other parties marginalized

# Losing Means

- Increasing income inequality
- World's biggest prison system
- Gradual erosion of civil rights
- World's biggest military by far
- Plutocracy not democracy
- Massive government scams
- Regulatory capture
- Environmental degradation

# My Theory Of Government

- What would greedy powerful people do?
- Commandeer entire culture to extend power
- Buy politicians, control government
- Make laws to move money from poor to rich
- Make elections costly so grassroots candidates fail
- Buy news media so it spews disinformation
- Voter disenfranchisement for poor, minorities, felons, ...

# Progressive Candidate Problems

- Politically conservative state
- Voting the party line
- All the problems on the previous slide

# Money Talks

- Candidate with the most money usually wins
- More \$ → more ads → more votes
- Voters respond to ads, not analysis
- Marketing (ads) more important than product (candidate)
- Corrupt candidates get more money, more sponsors
- In general, corrupt candidates win more often

# Generally Unsuccessful Strategy

- Expect heroic levels of effort
- Start campaigning long before they do
- Honestly beat corruption at its own game using far less money than corruption has

# Progressive Advantage

- Educated young people tend to be progressive
- Universities have been a great driver of social progress
- Most thinking people like progress



# New Strategy 1 – Forums

- Create multiple new forums for thinking people
- Colleges would be a great place for forums
- Democratic Forum helps
- Public input at city council helps
- Forums needs publicity, visibility, frequency

# New Strategy 2 - Music

- Inspire bands to go from “We're not gonna take it” songs to “We're gonna get elected”
- From “Start a revolution” to “Get elected to attack issues”
- I volunteer to record any band's “Get involved, fix this mess” song

# New Strategy 3 – News

- Honest fair news media would help tremendously
- How are these publications?
  - The Dakota Scout
  - Dakota War College
  - Dakota Free Press
  - South Dakota blog by Scott Ehrisman
  - South Dakota Public Broadcasting
  - South Dakota News Watch
- Can they work together for greater impact?

# New Strategy 4 – Podcasts

- Good way to reach young internet savvy audience
- Easier to get interviewed than to start a new podcast

# New Strategy 5 – Protest

- Convert cynical disinterested young people into fired up activists
- Inspire a never-ending series of protests
- Turn protests into getting elected
- Without winning elections, protests have little impact

# Other Ideas

- Continue current techniques: marshal volunteers, meet and greet events, social media posts, door-to-door canvassing, rallies, guest articles in local news media, speak at forums, yard signs, TV ads, radio spots, speeches, ...
- Any other new strategies?

# Enjoy Nature

