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[00:02:05] Hello. Campaign Academy, welcome back. I am so pleased to introduce to you all two of the finest minds in Democratic politics to folks that I'm honored to call colleagues both past and present. Shawn Floyd and on Assiri. Shawn Floyd is the founder and CEO of Pneumatic Strategies, a political and project management consulting firm. And Shawn has experience across the entire spectrum of campaigns and politics, from local offices to my orals in New York, gubernatorial in Illinois and a presidential year to Seans knowledge is broad and deep. On a Surrey has organized everything from local to gubernatorial to presidential campaigns and on it was the brilliant organizing mind behind the win in the nation's first ever pandemic election in April. Rocketing Judge Joel Kosky to victory in Wisconsin statewide Supreme Court race on a currently serves as the statewide or is it organizing director at the Democratic Party of Wisconsin. Leading what I think is the best damn field team in the country. When the New York Times referred to the Wisdom's writing the pandemic playbook for campaigns, they really met on a series Field Plan Honor. Take it away.

[00:03:30] Hello, everyone. Well, thank you, NLE so much for that wonderful introduction. Yes, I am on Ussery ad. I use she her hers pronouns and I am the organizing director for the Democratic Party of Wisconsin. So I am so excited to be chatting with you here today. But I also handed over to Shawn to briefly introduce himself.

[00:03:54] Its honor for that introduction. Hi, everybody. I'm Sean. Pleasure to be with you all today. Really excited and crazy, motivated by how the training has been going all week. I use him pronouns. And as Nelly said, I am the CEO of Pneumatic Solutions. We do a political and project management for a number of different entities, both private and public and very much so. A social justice. Have you? I'm going to give it back to on its. Go ahead and get us kicked off.

[00:04:21] OK, great. So I know you all have been in trainings all day today learning that A to Z of the campaign playbook. But today in this session, we're going to be talking about get out the vote, which is firstly one of my favorite parts of a campaign. So get out the vote. Also known as Geo TV is the final phase of a campaign. So in this session, we are going to be looking to cover some really key fundamental pieces of this phase of the campaign. So firstly, we're going to understand what it means to get out the vote. So what do we actually mean when, you know, us organizers are constantly talking about geo TV and what that actually looks like. We'll also be learning how to have effective turnout conversations with voters. You will. Having conversations with voters is the difference between winning and losing. And this work really matters. So we want to make sure that you have all the tools you need to make sure that you're having the most effective conversations possible to make sure that we get Democrats up and down the ticket over that finish line. We're also going to be understanding vote by mail programs. It is no secret that get out the vote. And voting this year is going to look markedly different to other election cycles. So we want to make sure that we're letting everyone know how to vote in the safest way possible by mail. So we'll be going over what vote by mail looks like. Finally, we'll brainstorm about how to talk to voters about safely voting by mail. So making sure that you feel comfortable in answering questions that voters may have on the phones. But like I said, all of this work in reaching out to voters and making sure that they can turn out to vote in that final stretch of the campaign is really the difference between winning and losing. So thank you so much for being here. And so excited to dove in. So as I just mentioned, I know you all have been learning about the capacity building phase of the campaign, the persuasion phase of the campaign, and this phase is really that final stretch. So it's known as the turnout phase of a campaign. So it's really focused on, you know, when early vote starts and vote by mail starts and is focused on mobilizing and energizing voters to turn in their ballots. So this is, you know, really make or break for a campaign. And with that, during geo TV. All of the other parts of a campaign kind of focus in to this one priority. So campaigns shift from having many goals to one sole focus of turning our supporters out to vote. So this is incredibly crucial in making sure that Democrats win up and down the ticket. And it's just, you know, to be honest, truly magical time, in my opinion. So I'm diving in a little bit more in terms of get out the vote. So just for background context, with geo TV, it is kind of viewed as a campaign within a campaign. It is a truly unique time where all everyone is focused on making sure that every voter possible can turn out for Democrats up and down the ticket. Typically, it has a separate budget and there is a specific SOF that are either hired or transitioned into different roles to purely focus on this final phase of the campaign.

[00:07:53] During this phase, the campaign specifically targets voters that are very likely to vote for Democrats up and down the ticket. Right.

[00:08:01] There are support base, but they may not turn out to vote without us reaching out to them. And this is incredibly important every single cycle. But is especially important this year as folks navigate vote by mail and making sure that they can turn out to vote in the safest way possible.

[00:08:21] So dieting a little in a little bit more. We want to break down who specifically we're talking to during Get Out the vote. The simple answer is supporters.

[00:08:32] You have done all of this work in identifying folks that are going to be supporting Democrats up and down the ticket. You've done a phenomenal job in persuading, you know, all of the I like to call squishy middle folks, those independent and lean Democrats to make sure that they're voting for Democrats up and down the ticket. And this get out the vote phase is about mobilizing of our base. So with that, you'll see a graphic here where the majority of voters that we're going to be talking to are strong and the Democrats. But the reason that we're reaching out to them is that they meet may need an extra friendly reminder in order to be turning out to vote. So having those conversations and breaking down the importance of why it's important to turn out to vote is really, really crucial.

[00:09:22] So we talked about who we're talking to, you know, which is our strong and lean Democrats and making sure that they're turning out for Democrats up and down the ticket. But that's only the first step. The most important piece here is the conversations that you all are having with these voters. That is really the make or break. And the thing that makes folks turn out to vote. So with that, we're going to dove in a little bit deeper into what these conversations look like. And the most effective ways to be having these conversations.

[00:09:55] So one really key thing is using make a plan language. So I'm going to level with you all and be really honest. When I first heard about make a plan language. I was like, that sounds weird and kind of awkward. And I'm not sure we want to do it. But we are Democrats.

[00:10:13] We believe in science and research. And this has been proven to have a really strong impact in making folks turn out to vote. One anecdote that I will use and I always remember this is I was knocking doors years back before the pandemic, and it was the night before the election. And I knocked on this woman's door and she was a strong Democrat. She was so excited to vote for Democrats up and down the ticket. And I said, great. So what time do you think you're going to make it to the polls tomorrow to vote for Democrats up and down the ticket? And she said, oh, yeah. Well, you know, I always go after work. That's just when I go.

[00:10:53] And I said, OK, wonderful. And do you think you're gonna be driving there and are you going to be taking anyone else with you?

[00:10:59] And she just stopped and she said, I have a big presentation at work tomorrow, and that's going to go until after the polls close. I can't make it off to work. I have to go before work. And then we talk through how she was going to end up going to the polling location before work because she did have this big work presentation. She had to pick up her kids and all of these other pieces. So make a plan. Language is really key in helping the voter visualize how and when they're going to be able to vote. It's not that folks don't care about voting. They know it's important. Right. But making sure. But folks are busy. Right. So making sure that we can find that five minutes in their day so that they can turn out to vote is really key.

[00:11:42] So what does make a plan language look like?

[00:11:46] I started to model it a little bit, but make a plan language tries to get down to the specifics and ask for details about where and when someone is going to be voting. Like, I just used my example. Right. Sometimes we just need to walk through what what how exactly we're gonna be turning out to vote in order to make sure that we're able to do so. So using make a plan language and asking probing questions like how are you going to get there?

[00:12:13] And do you have an I.D. is really key questions. It's not only that, especially in a Koven era, talking folks through how to request an absentee ballot is even more important.

[00:12:26] So making sure that you're using make a plan language and asking those probing questions is going to be key in helping turn folks out to vote. So like I said, I know it's awkward the first time that you do it, but once you get into those conversations, you'll find that folks are, you know, really receptive and they understand that you're just trying to help support them and making sure they can turn out to vote.

[00:12:51] The other key piece of these conversations is applying a little gentle social pressure. So what that means is we're social creatures who like to be part of a group. Right. We like to be part of the cool kids.

[00:13:06] And so by showing that neighbors and friends are all voting, it applies positive social pressure to vote. So what that looks like is, you know, turnout is expected to be higher than usual in this election and it will be incredibly close. And every single vote counts. You obviously care about your community.

[00:13:25] Can we count on you to vote early? Right.

[00:13:28] So by going through and outlining the importance of everyone is turning out to vote your friends, your neighbors and really highlighting that it's really important that everyone turns out we're applying some loving, gentle social pressure to make sure that folks turn out.

[00:13:47] So with that, to hash this out a little bit more. I would love if folks could put in the chat some examples of positive social pressure that you may have seen in life. So any examples of some positive social pressure that have helped you? You know, do something that maybe you were a little reluctant to do or might not have done otherwise?

[00:14:15] I'll give folks just a couple more seconds in the chat.

[00:14:22] Great. So I know for me personally, at least an example of, you know, some positive social pressure is having a gym buddy. Right.

[00:14:32] Having someone who hold you accountable and make sure that, you know, you go to that yoga class at 7:00 a.m.. Right. Is is something that's definitely an example of social pressure. So I think of it similar to your gym buddy or any other example that you're thinking of when thinking of social pressure, but really modeling that everyone is turning out. Turnout is going to be record high. And we want to make sure that your voice and your vote is heard is incredibly important. On the flip side, we want to make sure that we're steering away from any language that says that turnout is going to be low. And, you know, you better turnout because else no one else is going to language like that has actually been proven to suppress voter turnout. And that's the last thing we want to do. So making sure that we're talking about how everyone is going to be turning out. And we want to make sure that their voices heard, too, is really key in these conversations.

[00:15:30] The other key thing is expressing urgency.

[00:15:34] So, you know, when we're in get out the vote, we are in the final few days and hours leading up to an election. Right. So making sure that we're making it really clear when the deadlines to either request ballots or return ballots is really key. And making sure that we encourage folks to return their ballots sooner rather than later. No one wants to be, you know, a minute late to turning in their ballots or to the polls. So making sure that we're expressing urgency is really, really key. The final piece here is thanking them for being a voter, right? We want to thank them for this, you know, civic duty that they are doing right. We want everyone's voice to be heard. And by thanking them for being a voter, we are encouraging that behavior that we want to see from folks, because we all know we as Democrats want everyone to turn out to vote.

[00:16:29] The other key thing is, you know, not only thanking them for being a voter, but working your multipliers.

[00:16:36] So asking if they have friends or family members, that they can also turn out to vote to make sure that we get everyone to the polls this November.

[00:16:46] So I thought I've done a lot of talking and looked through what it looks like in terms of having these get out the vote conversations. But we would love to do a role play in terms of what these turn out conversations look like. So I'm going to be working with my fabulous partner, Sean, to walk through what that looks like.

[00:17:12] Thanks. Here we go. So honest talked about, you know, what we do, how we put together that conversation. And now we're going to run through a sample script to give you all an idea of how we actually would have some of these conversations with voters about geo TV. Ready on.

[00:17:28] Yes, yes, I am.

[00:17:30] Go, ring, ring, ring, ring.

[00:17:32] Hello.

[00:17:34] Hello.

[00:17:36] Money Michonne and I'm with the Wisconsin Democratic Party of Wisconsin is unavailable.

[00:17:41] This is Onna.

[00:17:42] Hi, Autumn. Thanks for taking my time to talk. Taking the time to talk to me. Voting in Wisconsin is on November 3rd, and I wanted to know if you've actually figured out who it is you plan for plan to vote for in the presidential election.

[00:17:55] Oh, I'm a strong Democrat. I'm voting for Democrats up and down the ticket.

[00:17:59] Fantastic. And we really, really thank you for your support. The other thing I want to know is do you actually have a plan to vote elect for the election?

[00:18:09] I I don't I don't think so, I don't know, there's just been a lot going on with Coupet and everything, I don't think I've really thought it through.

[00:18:18] I totally, totally understand. We encourage all of our supporters to make their voices heard as early as possible to help build momentum for the campaign. You're a big part of that. And we thank you for your support with Kovik going on. Did you know that they were doing mail in ballots in Wisconsin?

[00:18:34] Yeah, yeah, I had heard about that, but I don't really know much of the details.

[00:18:40] Fantastic.

[00:18:40] Well, a great resource to go find information on that is that the Democratic Party of Wisconsin Web site. Feel free to just throw it in Google and it'll come right up. It'll be the first thing that's listed on the page and they'll have all the information you need to, one, learn about the balloting process to make sure you receive your time, your ballot, and three, the deadlines for when you actually have to return your ballot as well.

[00:19:04] OK, great. Great. Thank you so much.

[00:19:07] Thank you. And I appreciate your time. We appreciate your vote with the Democratic Party. And please, please, please encourage all of your friends and make sure they request their mail in ballots to.

[00:19:18] OK, great. Thank you so much. Fantastic.

[00:19:23] So that was basically a sample of how you can have a simple conversation with a particular voter about mailing in your ballots. If you take a look at the PowerPoint, what we've done is outline those four points. Then on a highlighted a little bit earlier, making your plan, applying that social pressure, expressing the urgency and thanking supporters were actually voting two slabs up, please.

[00:19:52] Great.

[00:19:53] Turning out the vote by absentee mail ballot. So we talked about what geo TV TV is. This is actually going to be a new phenomenon because honestly, we're in a Koven environment and many, many more states are switching over to absentee ballots or some sort of mail in ballot process. Do me a favor, dropping the check. If you've ever voted by mail or if you know somebody that voted by mail, a simple yes, we'll do. Fantastic. Looks like quite a few of you have either voted by mail or know someone that do, and that's great. We encourage you to still encourage others to continue to vote by mail as well. What I want to talk about next is some of the terminology, because the vote by mail process has definitely gotten a little bit tricky, especially as we've been voting by mail during the cold pandemic in many different places, in many different cases. It can be referred to by a number of different things. Some places have called it it bans ballots. Some people have called it mailed ballots. They've called it by mail ballots. They've called it mail ballots. And then they call it vote by mail ballots or even absentee balloting. With all that terminology, let's take a look at the differences. There are three types of balloting that we really prefer that we really refer to when we talk about voting by mail. The first is no excuse. Vote by mail or absentee ballot. Two thirds of the states in the United States have voters that qualify for absentee ballot without excuse. That is very important. You don't need a reason. All you need to do is make the actual request and they will mail you a ballot and you can send your ballots back in to the state board of Elections to cast your ballot. The second form we look at is excuse required vote by mail. One third of the states have require you to have an excuse or an identified reason based on their terminology and determinations of why you need to vote by mail. Still, the process is very simple. You go online, you make your request. A ballot is sent to you. You'll return it by the appropriate deadline and your ballot is cast. The last form we refer to is all mail voting. This is automatic voting in five particular states and we'll look at a map shortly that describes that. But basically, in these five states, no registration process, nothing is required. They automatically mail you a ballot. You respond. You cast your vote and then your ballot is counted upon, sending it back in by the deadline. And bring that home a little further. Here's a look at a map. The colors in yellow or orange, depending upon your screen, refer to the two thirds of the states that actually have no excuse. Vote by mail. The blue states, the five blue states I referred to earlier are actually the five states that have automatic voting to wear an automatic mail in ballot is automatically sent to you. The gray states represent that last one third. Well, you still need an excuse to vote by mail. I believe that during Koven at this time it will that it will it will actually change how we look at the process of voting by mail in the future and the way elections are run in the United States moving forward. One of the things that I like to do is make sure people understand a little bit about the history so people understand vote by mail is absolutely nothing new. It literally has been started and going since the Civil War. And part of it was for the troops who were out of way of battle. They were able to cast their votes by mail and returned them to their local jurisdictions to cast their ballots. Following that, absentee ballots were distributed to temporary voters as well who were away from home, such as our folks in the military who are protecting our country. The 1980s, California became the first state to allow eligible voters to request absentee ballots for any reason. They were in that two thirds of the states that I referred to about states that have no no excuse. Vote by mail. You just simply have to request one and a ballot will be mailed to you in twenty eighteen. Twenty seven states had adopted it. And now we saw where the map is today.

[00:24:11] And of course, again, I believe it's going to change because Kobe has truly changed everything.

[00:24:21] Seventy percent. This is a big number. As of April, 70 percent of voters felt that there should be some type of automatic vote by mail process. This is really interesting because this is also in the beginning of it. Since then, many states have adopted temporary policies or try new ways to encourage people to vote by mail, not just for access, but also for safety purposes. I'm sure that number has gone up from 70, 70 percent since a. So let's look at how we talk about talk to voters, about me, about how we talk to our voters, about vote by mail. This is where on and I are going to do another slight role play, just to give you an idea of two types of conversations that we can have when it comes to voting by mail.

[00:25:23] OK, great. Sorry, go ahead.

[00:25:31] Perfect. So for this role play exercise. I am going to be, for this first instance, the organizer or ah or the volunteer who's going to be calling Sean, who is going to be the voter. And it's a favorite of ours, but we always have to do a pretend phone, at least in the organizing world. So ring, ring, ring, ring.

[00:25:53] I think, Sean, your muted. Hello.

[00:25:57] Hi, is Shaun available? This is shock. Hi, Sean. This is Autumn. I'm a volunteer with the Cheese Town Neighborhood Action Team. How's your day going? It's going well, thanks. Good. Good. That's great to hear. I was just reaching out because, you know, we want to make sure that folks can turn out to vote for Democrats up and down the ticket this year. So are you planning on voting for that? Sure. Great. That's wonderful to hear. So obviously, we want to make sure that everyone can vote in the safest way possible. So did you know that you could request your ballot and my vote? Doc w why dot gov. Right now. Yes. Did that too. Oh, you did great. And so you've requested it for the rest of the year. Yep. Did that too. OK, great. Well is there any, you know, friends or family members that you can also remind to make sure that they turn out to vote? Yeah, I'm taking the kids. OK, great. And then final question, but we need all hands on deck to make sure that everyone can turn out this year. So can we count on you to volunteer with us?

[00:27:01] Yes, yes, yes. I'll volunteer.

[00:27:05] OK, great. Well, we have a huge weekend of action coming up this weekend with shifts at nine noon and three. So does nine a.m. work all for you?

[00:27:12] That I do noon. I get up a little late on Saturday.

[00:27:15] OK. Noon is great. So we'll put you down for noon. And I have your email address right here, so we'll make sure to send your resume link and everything you need. Thank you so much for being a voter and I hope you have a wonderful day.

[00:27:26] Fantastic. Thank you. Thank you. Thank you.

[00:27:29] Thanks. Bye.

[00:27:31] OK, so that was one sort of wordplay. Everything seemed fairly simple. We went through basically I was. Yes. To everything going on out, really supportive of where the party is, but never going to give you a different type of role. Play something slightly more challenging that we tend to get into. So if we can go back to on, I'm going to go. Ring, ring, ring, ring. Hello. Hi. This is Sean calling with the Democratic Party of Maryland. How are you today?

[00:27:59] I'm sorry. How did you get my number?

[00:28:02] Oh, OK. I'm sorry. I'm a volunteer with the Democratic Party of Maryland. And you're on our voter rolls. And we went to check and see if you actually received your mail in ballot. Yes.

[00:28:12] I mean, I have my ballot, but I don't see why. That's your business.

[00:28:17] Oh, no, no, no, ma'am, it's not my business and I'm not really concerned about who you're voting for, although I would love for you to support our Democratic president, our Democratic nominee, Joe Biden. However, what we're doing is just as part of the elect. We want to make sure all registered Democrats have requested their ballots, actually got their ballot. So that's all I really want to follow up with you today.

[00:28:38] Yeah. No, I got my ballot, but, yeah, I, I think that's all I'm willing to tell you right now.

[00:28:46] OK, well, I mean, can I give you our Web site? So if you need more information, you can get it.

[00:28:51] Yeah, I suppose you could do that. Fantastic. Check us out at M.D. Dams dot com.

[00:28:56] Thank you. OK, thanks, bye. Mellie, welcome back.

[00:29:02] Hey, thanks so much, Sean. Honor. So sorry to interrupt, but we have just been joined by a very special guest who was born and raised in our host city of Milwaukee. He is Wisconsin's first ever African-American lieutenant governor and the youngest lieutenant governor in the United States. It is my honor to introduce Lieutenant Governor Mandella Barnes.

[00:29:34] All right. Thank you so much for Hatemi. Thank you all for being here. Really excited. Thank you for the introduction. You know, and as somebody more young people get involved in politics and seek public office, remember? So I'm having to be the youngest Democrat elected statewide as well. And I'd just like to throw it out there because I want folks to remember that they're not too young to get active, engaged at any level of government. So don't encourage people to go out there and go for it because the world needs change makers more than ever at a moment like this. And I just say, quite simply, a Donald Trump to do it. You can do it, too. And so, again, I'm Lieutenant Governor Mandella Barnes from the great state of Wisconsin. Happy to be hosting the DNC virtually. And I want to thank everybody for registering for the training here today, as well as all the training partners, statewide elected officials with very deep roots and grass roots campaigns and community organizing. The work that you all are doing here is near and dear to my heart. I started. You know, we can talk about my time as a state representative, but more importantly, my time as a state representative is my time as an organizer for a group called Michael, which is Milwaukee Inner City Congregations Ally for Hope. There I've got to engage community leaders and more importantly, community members about issues that were important issues jobs and economic development, education, immigration reform and treatment instead of prison. And that helped me in my political career because even now, more important than ever, it's important for us to work, to understand how to mobilize voters, how to move people to the polls, and how to have the necessary conversations about registering to vote, and especially in this moment, registering to vote by mail and returning those mail ballots. Don't just register. Don't just request on the ballot by mail and let it sit on your kitchen table. Make sure you turn out that it's in our turnout operation and you're organized and will quite literally determine the course of this nation. And we can not afford to lose that perspective. And so as we quickly approach the most consequential election of our lifetimes, I'm fired up and I'm ready to do my part win. And wherever it is necessary to make sure that we elect someone who will bring humility, empathy, decency, common sense, compassion, all those things back to the White House. And I know that you all share those same beliefs. I know that you all share that same goal.

[00:31:58] That's all we have to do, everything that we can do to elect Joe Biden in Karbala.

[00:32:01] Here's right now. We need a president who can bring us together, one that can lead our country not only towards a real recovery, but towards a just a fair and an equitable recovery, one where everyone has a chance to benefit, not just those at the top who benefited every other time around. This is in stark contrast to our current president, who's proven over and over again that he and Republican leaders and his Republican enablers will always put their political priorities over the health and safety of our people, and they will put it over the health and safety of our democracy as well. Donald Trump is called the pandemic a hoax. Same way he characterizes climate change. And he's politicized every aspect of the crisis from the simplest task of wearing a mask and who has been in his time campaign and in person and in the area that is seeing high Koven activity. Is Donald Trump. And this past week. He said that he opposes funding for the Postal Service and election security grants in an effort to stymie mail in voting for this election. He is quite literally attacking our fundamental rights. He is attacking voting in this last April, Wisconsin. So we unfortunately saw that happen when voting by mail isn't accessible enough and we can't afford for that to ever happen again, especially with what's at stake with this election. And not only that, they reject our repeated calls to postpone the election. It's an absentee ballot. The voters, they actually sued us. They sued us, though, when we tried to make it easier and more safe for people to vote. They sued it. They tried to sue us to make it less safe for people to vote. And they took their case all the way to the Supreme Court. And we knew Republican leadership. They knew exactly what they were doing. And they took every step that they possibly could to disenfranchize voters, especially those in lower income and black and brown communities, for their own political gain. And they know that the higher the turnout, lower their chances are winning. And that's why voting by mail is so important. It allows for people to safely and securely cast their ballots and it will hopefully expand our electorate so that it is younger, more diverse, because now, more than ever, we need organizers just like you at the forefront leading these movements for change.

[00:34:14] If you look throughout world history, you look across the globe. Now, there are young people were leading these revolutions. There are young people who are leading the movement for change wherever you go. And that's why empowering voters to make their voices heard at the ballot box will be key to creating a democracy that truly serves us all. Now, Koban, 19, is limit our ability to. Knock on doors like we usually do, limit our ability to host big rallies to get people energized. So we do young activists like all of you, to use this as an opportunity to get creative, be innovative and continue to build power. Your communities using the tools, digital organizing, you know, you're going to take taxes. They say I'm I'm bigamous. I'm talking like a real mid 30 year old. Now, you take that need help using Tic-Tac that could become more engaged myself. Well, we need to do everything that you can do to encourage people to mail in their ballot. So I need you to do everything you can do to encourage people to help us build this unified movement, because we have an opportunity to unite around a shared purpose that uplifts every community. And we need to fight like hell for the next 77 days. So we need all of you to do everything to Sen. Joe Biden and Kamala Harris to the White House, because the path to a more just fair, equitable future starts in November. But it is not in into November after the election. And Joe Biden live here. We still have to organize because there is still going to be things that we need to make this nation more fair and just for everyone. But with all that being said, I just can't thank you enough for having me. Honestly, no, I wouldn't have I would not be in the position that I was that I'm in right now if it were not for my background in organizing. If I hadn't been exactly in the same exact place that you all were twelve years ago when I worked at a congressional race in northwest Louisiana. And it is that hard work that builds character. Is that hard work and makes you more determined. It makes you more resilient. It makes more determined seasoning and more resilient. It gives you the skills that you need to be successful. So don't go out there and do it for me. Don't even go up there and do it for Joe Biden especially. Don't do it for yourself. Do this for the world that you want to see through this for the nation that you want to see, because better is absolutely possible. But it only happens if we work to make it happen. So I'm going to head back off to shine. And I want to thank you all so much again for your time. Thank you for stepping up. Get out there. Making it happen.

[00:36:37] Thank you so much, Lieutenant Governor. Back to Sean. An honor to learn about geo TV by mail.

[00:36:47] Thanks, Nelly, for bringing us back.

[00:36:50] The Lieutenant Governor Barnes. Thank you. Great, great inspirational message. As you all realize, he just told us why it's very important that we talk to as many voters as possible. What on and I were attempting to show you prior to him joining was how to have some of those conversations. So if you look at the first role play that we did, everything was fairly simple. And you will encounter people like that when you get them on the phone. They will say yes to everything that you're asking. They will say yes, they have their plans. And all we can truly, truly do is believe them, believe them, believe that. Right. We can follow up with them and continue to encourage them to make sure they've done it. But believing them and that they're actually going to have a plan to go vote is what we can do. The second role play that we did actually was a little bit different, and it was more about some of the challenges that you'll face sometimes when you also talk to people. So if you notice, Honore was very apprehensive towards me in the beginning. One, she wanted to know how I got her information in the first place, too. She also wanted to know how what what it was I was calling about because I really didn't get a chance to explain that in the beginning. But more importantly, I also did not pressure her into having a conversation with me. And sometimes we have to take the easier route when we're having some of these conversations. What we really were trying to figure out is if Honore actually, again, had a plan to vote, if she actually had received her vote, her mail in ballot. And if she was actually going to submit it so that we could count her as a Democratic supporter in the 2020 election. And basically, in the little bit or minimal conversation that we had, we were able to extract all of that information from her. Our job as volunteers is to help voters understand their options and the benefits and process of voting by mail. So let's take a look at some of those benefits. Benefits. One is a voting again, you can do it from home. You don't have to get up. You can walk outside to your mailbox. You can walk to your corner where your mailbox may be more if the postal service drops the mail of literally at your door. Feel free to hand the post off the post. The postal worker. Excuse me. Feel free to hand the postal worker your mail in ballot. And I promise you, you can track it. It'll get submitted to you. Have time to research usually on our ballots. We have all these down ballot candidates from school board members to judges, and sometimes we don't have enough time to really look into the people that we're going to be voting for. As we get down the ballot, mail in ballots gives you a chance to do that because the window to mail your ballot in is larger than voting on Election Day. It allows you more time to do the research and look at the other candidates who are running for particular office. Again, there's a larger voting window. So with the mail embar ballot process, you have more time. You can actually think about who you want to vote for, why you support them, and make sure that person reflects your best interests and the values you stand for when you're casting your ballot. There's no line to wait in. I know some of you are saying it and making that plan. Sometimes you have to work during the day. Not everybody's job lets them off, which is truly unfortunate. I personally think Election Day should be a national holiday. But we can get on that later. However, again, when you get off work, sometimes there have been lines and polls typically close around 8:00 p.m. in most states. Having said that, if you don't get there a seven fifty five p.m., most likely you will be waiting in some sort of line. You can avoid that by voting early and voting by mail. Lastly, convenience is just purely convenient. You can drop it off at a postal service. You can drop it off typically at a a standing location that has an identified election drop off spot within your state. But it's usually just more convenient for you to be able to do it as you're going about your day instead of having to physically stop block time and make longer plans sometimes as a parent. You have kids, you have to pick your kids up from daycare and that can cause complications. Some of us take care of older parents as well. And when we have to take care of our older singers and parents, we also have to make other arrangements to be able to do that. Voting by mail makes all of this convenient. One of the best benefits is it's a higher voting rate. So take today, for instance, there's a primary going on in three states, Florida, Alaska and Wyoming. In Florida alone, they have already had two million ballots cast by mail. Which is absolutely amazing, and that was as of Friday. So today is what now Tuesday on actual Election Day? I'm sure it was more ballots received by then. But in Florida alone, they have actually received already two million ballots by mail. That number far exceeds their vote by mail program in 2016. And last but not least, health and safety. Of course, we know we're in a pandemic. We're trying to be safe. We're trying to be respectful. But we also want to encourage as many people to participate in the electorate as possible. To do that, we have to be safe and we want to keep folks healthy. And voting by mail is definitely a good way to do that. In addition to the benefits, though, there are definitely some concerns.

[00:42:06] Let's take a look at those concerns.

[00:42:09] One on time delivery. So most states have a deadline that your ballot has to be postmarked or submitted depending upon your state. Please check your state rolls and the dates to know which one is which. But that can be a little bit inconvenient because, of course, most people don't check mail sometimes at their mail on the table and need to come back to it and may sometimes forget. But at the end of the day, it's still convenient because if you do it as soon as you get it and send it back the next day, your votes already cast and you no longer have to worry about ballot box security. That's definitely another thing, too. One of the things that I know that they do here in Maryland where I am right now, is that they not only have identified drop off locations, but outside of those locations where you can drop off your ballot, their station police officers. So they're there to protect the safety and security of your ballot that you're going to cast when you drop it all fear of your vote not being counted. Voter fraud numbers have always been low, low, low, and they're even lower by mail. So the likelihood of your vote, not counting, is extremely slim in some states. They've even instituted processes for tracking it. So in the state of Pennsylvania, you can literally track your ballot being sent to you by mail and then you can also track it back once it's scanned by the postal service of when they actually receive your ballot. Delaram is election results. That's possible. Again, it's voting by mail. It's a paper process. So while we might not find out immediately, the quicker we can get in our mail in ballots like during early vote and the quicker the quicker the ballots can actually be counted. And we'll have an idea of our winner sooner than later.

[00:43:56] Let's look at some key takeaways.

[00:44:03] During geo TV campaigns focused on turnout. Turnout is our third phase. Third phase of the campaign. It's one of the most critical phases. Our first two phases, capacity building and persuasion are all built up to help us turn voters out in November by Election Day. Two therefore important parts of the turnout conversation. One, make a plan to applying social pressure. Three, expressing the urgency. And for, of course, never forget to thank the voters. And lastly, we need to understand our vote by mail options because it's very, very important, especially in this cold that time. With that being said, Nellie, I think we can take some questions.

[00:44:45] Absolutely.

[00:44:49] OK, great. So I'm seeing some questions in the chat here about should we be encouraging voters to utilize ballot drop off locations, given voters nerves about the USPS? So, you know, in terms of making sure that folks are getting their ballots in, using ballot drop off boxes that are designated by your local clerk is a great way to return your ballot. And also, that's part of why we have these conversations of getting folks to return their ballot as soon as possible. So either are great options. They can either put their ballot in the mail or they can be returning it using a ballot drop off location. So both are great options and we're going to be encouraging our voters to be doing that in the safest way possible.

[00:45:32] Fantastic.

[00:45:33] Kathy in Arizona, as is there more going on in counties and competitive states in regards to recruiting and training younger poll workers? Kathy, I think the answer to that question is yes. Right. But it's also state dependent. Some states are only having limited polling places. Some states are looking at having all of their polling locations open. And I think that that's going to make the difference. Younger folks being recruited to get involved in the process earlier on. It's something I think that all the parties are encouraging. So, yes, I believe that they are doing more recruiting to bring younger folks into training for polling location workers.

[00:46:09] Great. And then another question here in the chat is, how do we geo TV with it active? So obviously we want to make sure that we're prioritizing the health and safety of everyone involved. And the funny thing is you can volunteer right from the comfort of your own home. So we have, you know, virtual phone banks that you can get setup with at home. We also have an automated dialer system. So that's a personal favorite of mine, because you sit on the computer and you get put through when a voter picks up. So you spend all of your time having these really impactful conversations so you can do phone calls. You can also do texting. But there is a ton of ways to get involved, right. From the comfort of your own home.

[00:46:51] Absolutely, and in relation to that, Judy, in Tennessee, as if she lives in a red state. How can you sign up to work in jail, to work in geo TV at a battleground state? The easiest way, Judy, is go to a battleground state Web site. Every state Democratic Party has a way for you to sign up and get involved. Also, check the Biden campaign Web site. They can refer you to any state where they need help. Whether it is phone banking or anything like that to help you. They're following Julia. We have Judy. We have Angela who asked, can you discuss mistakes of vote by mail, like forgetting to sign envelopes? Are there any.

[01:01:50] Hi, I'm Milwaukee County executive David Crombie. I want to welcome you to the campaign Academy of 2020. I started off as an organizer myself and understand the importance in getting people out to vote. And I want to say, please take this training seriously. You're gonna get the tools and skills needed to make sure that everybody across the country gets out to vote. And I'm really excited to be supporting Joe Biden to be the next president of the United States. He's running to make sure that we are on the path of morality, making sure to restore the soul of this country.

[01:02:21] So let's make sure that we do our part, get folks out to vote and change the person in the White House. Let's let's get it done.

[01:02:31] Thank you. County executive Crowdie. So for our final session of the day, we have a very special panel moderated by our partners at Inclusive, Inclusive Mission is to ensure that staff of color are found at every professional level within the political sector. This includes nonprofits, government affairs issue, advocacy foundations and campaigns. Inclusive knows that the world that we want to build together gets built faster and better. When our organizations and institutions are reflective of our communities, Inclusive is managed by Alito, Garcia and Malique Hubbard, who share a combined thirty five years of experience in campaigns, elections, government nonprofits grant making labor unions an issue advocacy just to name a few through their careers of growing organizations at the national, state and local level. They have developed an intimate expertize in the repeated challenges and mistakes made in racially diverse talent recruitment, retention, leadership development and promotion within the political sector. We are thrilled and honored to learn from their expertize.

[01:03:47] Elita and Malique. Take it away. Thank you so much, Nellie. And hello to all of you out there on the Internet. Wherever you may be, be in Wisconsin, be it where I'm currently at. In Oakland, California. But we are so happy to be here. My name is Alito, Garcia and Nelly just introduced who we are. So I don't need to go into it. But we are inclusive and are so excited to partner today with the Wisconsin Dems and Arena because Malique and I. And he'll tell you about his story shortly. We come up through organizing. And the same trainings that you all just took was how we got our start in politics and what we're really excited about in this panel today is to really take the knowledge that you all have learned from experts around tactics and thinking about how you grow and engage voters to support candidates in your local community. But to then take it a certain level deeper and start to think about specific communities and specific geographies and really get to that sort of analytical level that I like to call, like not leaving the community out of community organizing. And so today we're going to talk to a bunch of experts and we're really excited to be here just a little bit about my background.

[01:05:13] I grew up in California and like many of you got very inspired. I used to be a lawyer and not doing anything political and got very inspired by President Obama's campaign and eventually decided to quit my job and move into politics and and worked for now current vice president nominee Kamala Harris in her first statewide election for California attorney general. I worked for Maraba at our Gosa in Los Angeles, and in 2012, I served President Obama as the National Latino vote deputy director in his reelection campaign. Since then, I've been running campaigns nationally at Ford, got us on immigration advocacy, but really inclusive, is founded out of a bunch of our experience in the Obama campaign where we were seeing how some of these big systems. They were beautiful, big training tools to equip people with core skills, but they didn't always fit specific communities and specific organizing experiences. In sort of like an out of the box sort of way, we really needed to work with the community and build a level of awareness of what were the right local approaches powered by local folks to sort of meet in the middle with big national campaign apparatuses.

[01:06:42] And so that's some of the stuff that we're gonna dig in today. With that, I want to kick it over to my co-host and co partner at Inquisitively Hubbard to introduce himself. Hey, everybody, thanks for being here. This is a wonderful experience with the Wisconsin Dems and Arena. I want to thank everybody out there for what you're doing this election cycle, because volunteer is the life blood of this party. And I don't know if anyone else could have said as eloquently as Michelle Obama did last night in her speech. And she's completely right. Not only do we have to make sure that we're voting, but we have to encourage others to do the same, whether it's voting by mail or voting in person or if you have to go to the polls on Election Day. So we're just we're facing uncertain times here. It's election. We have the power to make sure that we're heading in the right direction. And so talking to our families, our friends, our neighbors, strangers, about how important this election is, is critical. But while we're doing this work, one thing we do have to remember is that everyone is not engaged in the same way we are. And they are often distracted by their daily lives or even just the rhetoric in their lives from this clown we have in the White House with his friends. So I think, you know, the way we win is by talking to every voter we can and giving them the tools they need to go to vote. I did. I got into politics a long time ago. I am an organizer. I started out in my great state of Ohio. Cleveland is where I'm from. And it was something I really feel passionate about really getting. Starting out, registering people to vote. I mean, moving on to other campaigns and things like that. About 20 years ago. So they will get some great people, great working for great people like Ted Strickland, Tim Kaine, of course, President Barack Obama and Tom Star, many others. And so also working in labor, which has been really rewarding to me, too. But I do want to say again, going back to the volunteering portion of this, in a moment, you're going to hear from experts like a leadership that are organizing their communities for a very long time. They're going to give you landscape and tips about how to drive voters in their communities out to vote. And during this process, I've learned a lot from these folks. I've worked with a lot of them in the past. They're very incredible people. And I know you'll learn a lot, too. So I'll let Alito take a little more about what's what's going to happen. That's great.

[01:09:37] So because these are very, very busy people running really intense programs and communities hardest hit by the pandemic. We pretaped these panels, say you're going to C.M.A. Can I change our clothes? But I promise you. You don't want to leave. I know that this is your last session of the day.

[01:09:56] And you're like, man, it's time for that Marguerita. Why don't you get the Marguerita? Have the panel with a little adult beverage or not. Whatever your preference may be, some coffee if you need it. At this point, after all the exams that we're gonna have three lightning talks, each lightning talk is going to have a member and a leader who runs an entire organization, engaging voters of color in battleground states and non voters who are immigrants and eligible to vote. And we are going to hear from what they are facing in building their voter engagement programs in communities of color in battleground states. So, panel one, we are very excited to have guests from Florida, North Carolina and a national expert in the API Community Vote Engagement Strategies in Panel two. We will have speakers from Wisconsin, Michigan and Pennsylvania. And in Tamil three, we will have speakers from the emerging battleground states that I'm so excited for us to take back this year. Georgia. Texas and Arizona. So they're going to go super fast. You're going to learn so much about what innovation is currently happening on the ground in these important geographies and moving forward. Lastly, we hope that many of you who are volunteers really consider this as a career option.

[01:11:15] So for those of you who identify as people of color, if you want to learn what inclusive can offer to you and become a member. We hope that you will visit us at w w w dot inclusive. I n c l usd dot com where you'll get job opportunities every Thursday about ways that you can take your volunteer experience and pivot it into a full time career within the broader progressive movement. So stay tuned and we're going to kick it off to our next panel now.

[01:11:45] So excited for this panel conversation featuring three of my favorite people who work their tails off to get all the voters out and all of the places, but really do it from a lens of honoring and respecting and valuing sort of the beautiful diversity of the American electorate. And so today, we are very excited to be joined by Carol Hollingsworth, who is a partner at Three Point Strategies, the electoral firm of the movement that is owned and 100 percent powered by black women. She brings nearly two decades of senior campaign leadership to this conversation, including serving as the director of public and political leadership at Wellston Action and serving on President Obama's 2012 reelection campaign. Also excited to be joined by Gregson Downa, who is the president and co-founder of Can't Stop Won't Stop Consulting. Greg was the first openly gay and youngest ever executive director at the Asian Pacific American Labor Alliance, an institute for Asian Pacific American Leadership and Advancement. He's also the immediate past chair of the National Council of Asian Pacific Americans, the co-founder of Inclusive and serves on the board of directors of United We Dream an 18 million rising. And last but not least, we are also joined by Corinne Freeman, who is the state director of the Florida for All Education Fund. She also previously served as the field director for the historic Second Chance campaign in Florida and also organized for President Obama in his reelection campaign. And so with Cara, Corinne and Greg, we're going to get a lot of North Carolina, a lot of Florida, a lot of API vote and a lot of movement work. And I'm so excited to be joined by all of you. So thank you for being here.

[01:13:46] So with that, we would love to jump off with care first.

[01:13:52] You know, in 2016, sadly, North Carolina went to President Trump. And so I'm curious to hear your thoughts on what do you want the volunteers out there in the campaign academy to know about the people of North Carolina and and what do we got to do this year to make sure that North Carolina voters turn out and vote Democrat?

[01:14:16] Yeah. So I think at this moment in North Carolina, our voters here are going through what all of us around the what folks all around the country are going through in terms of living in this unprecedented moment with daily reminders of how life is different and has changed. We are fortunate to have a Democratic governor who relies on science in guiding his decisions around how we're managing our pandemic. But we still have parents who are in their seven month, seventh month of navigating online, learning while balancing work and trying to figure out child care. We have folks that are out of work that are unsure of when they will ever be able to go back. And in the midst of that, it's being led by teachers in our state that are still not paid as the national average. And we are still fighting a years long battle to expand Medicaid in our state to be so. Thousands of North Carolinians don't have health insurance. But I think one one thing that I would want folks to know are volunteers to understand is that in these times, I think we're all looking to our leaders to kind of show us the way or what we should say or how we should be communicating with one another, but ultimately be understanding of how we get through this. Of the conversations that we need to have together. The organizing that needs to happen is going to come from the ground up and it's going to come from the conversations that we have with each other. And so we are the experts on our experiences. And that's what I would want volunteers to know that in their conversations with their neighbors and people in their community and in the conversations that I'm having with other North Carolinians. The skill that I am employing most is not what should I be saying to people? It's how I should be listening so that I can understand what folks need. Because people know the leadership they need for us to not repeat what happened in 2016. We just need to listen to each other to make sure that we're having the right conversations and understanding people's experiences, to make sure that we can change the reality of where we are right now with this president.

[01:16:44] I love that you said that we should listen because, you know, with so many campaigns moving into a virtual framework, it's a little different. Not everybody's going to be knocking on a door because that is not safe.

[01:16:57] And so folks are going to be getting a random phone number on some call phone bank app and calling someone that they really don't have a lot of context to that person. And so I think it's so important that, like the value of listening be incorporated into voter contact work rather than just sort of churning through what the tech app is spitting out at us during this time, because folks are really going through a hard time. And I know in my political identification right now, I identify as a mother of rage because I am so over this pandemic ready for real leadership. And so, Kiran, I know that you are a mom in Florida talking to other moms and voters in Florida and would love to hear, you know, from your long expertize of organizing people in Florida. Florida sometimes gets a bad rap. Right. You'll see like the means. It's like Florida man, dot, dot, dot.

[01:17:54] But if we move past the comedy and really took things seriously, why Florida is so close and what voters we need to focus on, what are the issues that voters in Florida are experiencing? We'd love to hear from your perspective as both a mom and an expert in engaging voters in Florida. Leto's so I too am a mother filled with rage, particularly raising three black children in the state of Florida. Because the Florida ban highlights, headlines are very often true. But Florida is a very interesting political state. It is definitely a conundrum. It's got I think it's 16 media markets across the state, very diverse community.

[01:18:39] We say that it's the only state where you have to go north in order to go south. South Florida is its own completely different entity full of Caribbean culture flavor. Most of the black people you meet in South Florida are not African-American, like descendents of American slavery, but come from the Caribbean islands. When you go up north in Florida, you realize that it's culturally the traditional American south. The interesting thing about Florida and its voters is that we actually have relatively high voter participation. In the past 20 years, 70 percent of Florida's voters or more have turned out in general elections. And we have read about between 50 to sixty five percent in midterm elections. So we are active and engaged voters and there are actually more registered Democrats in the state of Florida than there are Republicans. But we have a very large no party affiliation group that is a large, persuadable voter pool. And because of that, coupled with the amount of cultural diversity that exists from the Panhandle through the eye for a corridor to South Florida, it makes Florida a relatively difficult state to message in. If you don't understand the geographical divide of people in the state, and so it requires a lot of targeted messaging to different areas, to different groups of people, so that you're speaking the right message to the right people in order to win your campaign. And I will say one last thing, that Florida, even though it appears to be becoming more and more red, it is actually the purplest that it's ever been. And we are deep in the fight to bring Florida home.

[01:20:41] I love it and I love the conversation around nuance because, you know, presidential cycles are big opportunities of scale where you have to talk to so many people. But, you know, even in discussing our own communities in this context, it can feel a little limiting because we aren't monolithic.

[01:21:02] But also, even within the national framework, there is the need to create these frameworks of unique differences. And Greg, I know that you have been leading the charge for so many years, trying to help campaigns and movement organizations just really understand the dynamic and diverse nature of the API community. That is one of the fastest growing, if not the. I haven't looked at the data recently. Democratic voting blocks in America would love to hear your perspective on how campaigns should be thinking about the API community, which in itself is so vast and diverse. You know what? From your experience are some common mistakes. You you've seen campaigns made. And we'd also love to hear you reflect a little bit about what the community's uniquely going through in the covered 19 environment. Especially with, you know, so many recent reports around hate crimes rising, being executed against API community members.

[01:22:11] Thank you so much. Dan, you're right. You know, Asian-Americans and Pacific Islanders are the fastest growing on major racial ethnic group in the United States. Just to give some at some numbers to that. Between 2010 and 2017, the AP, the API population grew from 18 million to twenty two point six million, which is an increase of about twenty six percent. And so one thing I'd like to say is that we are moving from the margins to the margin of victory. And I think about even examples that in some of the work that's been going on and let's look at Georgia as an example in Georgia, API is make up less than five percent of the electorate. Yet if you look at the 2018 gubernatorial election that hinged on fifty five thousand votes, like two hundred and thirty eight. There are two hundred and thirty eight thousand eligible API voters in the state. And it's been great to even hear Karen Charin talking about the work in North Carolina and Florida. So I'll just bring in some examples from there. From 2012 to 2018, the number of eligible API voters in North Carolina grew fifty percent. And in that same time period in Florida, the API, the API number of eligible API voters grew thirty seven percent. And so even in the South and in most places in the Midwest, outside of places like California, New York, where I know many of our folks see larger numbers of API communities there, I think opportunities and growing opportunities for campaigns at all levels to engage our community as I think about some of the particular challenges. I think one thing is that many times when I talk to folks and I ask them, what is your API program? There are many folks who actually don't even have a program because we're not necessarily seen as a target like voter block. And even for those who do have programs, there is. And I wanted to build on this notion of nuance that there needs to be resources for outreach itself and also creating a language materials. It's not just an especially when you're thinking about particular localities and municipalities. There may be particular ethnic groups that need to be looked at. And so while maybe one community has folks who maybe speak the globe, there's another community that may speak Korean or Vietnamese. And so being able to know and understand the diversity of the API community, especially in this area of the state that you're trying to work in, is particularly important. And I think one other layer that I'll add to is around the civics education. You know, it's important where to really understand where people are coming from. And so when you know that three quarters of Asian-American adults were born outside of the United States and many of them are actually coming from countries where they did not participate actively in democratic electoral processes, there is a level of nuance that you have to have in engaging with people and understanding like, well, this is what actually is in place here.

[01:25:13] These are the protections. These are the resources. These are the the the opportunities that are available here that may be different in May compared to the country that you were, you know, that you immigrated from as an example. And so I think that's I think that's particularly important as we're continuing to find ways to engage more within the API community. And then to your point around kind of just the pandemic, you know, since. Since June or as of June, there have been more than two thousand reports that Asian-Americans have recorded that they faced racist incidents. And so while people are facing challenges of the pandemic, are they? Do they have enough food to be able to put on the table? Are they able to have a roof over their head? You know, communities of color, including people of color, communities more broadly, are navigating. How are we actually being impacted by racism and the different systems that and the challenges with those systems that have only been made more visible because of the pandemic of the last couple of months. And so, as I think as we're pivoting towards Election Day and people are feeling politicize field and call to action because they want to make a difference in the conditions in their households and their communities, they also want to know that their vote will count. They want to know that they can be able to vote in safe ways that will not put their families or communities at risk. And so what's the way to thinking about ways in which we are engaging folks, but reminding them and letting them know that your voice, your vote will make a difference? These are the way that you can you can vote and that will count in making sure that we're continuing to follow up with with that kind of information. I love that. I love. Thinking about what is actually going to call people to action right now and what are the issues that are that all these voters in these places are facing in? How do we actually have real conversations with what's compelling, sort of their drive to get out and safely cast that vote or mail it in which whichever option we'd love to pivot to use that as a pivot to movement?

[01:27:25] I know all four of us sort of sit at that intersection of geo TV in the electoral framework, but also understanding that the communities that we organize are living lives that are deeply impacted by a number of issues all the time, and that oftentimes our framework in going to cast our ballot is really around.

[01:27:52] How can we change the conditions because of these issues that I'm facing vs. because of this person that I want to vote for, for a particular position and so care.

[01:28:04] I would love to hear a little bit of your perspective, especially as we're in this period of the uprising to defend black lives and a lot of beautiful organizing being done by the Movement for Black Lives. How you're seeing sort of movement organizations engaging in more of an issue based faction, able to speak to black voters and allies to mobilize energetically toward change for their communities. And what are some of the lessons that we can pull from that and connecting it to the electoral process and casting a ballot?

[01:28:47] Yeah. So it's interesting and you said that a lot of our experiences and in my work in particular is sitting at this intersection that often there's a tension between movement, politics and electoral politics that can be felt and is very, very real. And so I can sit in a room where I will listen to folks say or talk about how a particular tactic of movement for black lives or other movement organizations is a strategic and one day and then sit in another room the next day where I am listening to folks say there's no way we can trust elected officials to be the people that can carry, you know, our issues and our values into these rooms of power.

[01:29:39] And I think one of the things that I know that I work at three point really is about and why we say with the electoral form of the movement is to always think about how we're bridging that gap, because it's my belief that both tactics are strategic and actually are part of the same continuum leading us to a particular north star that we're trying to that we're trying to get to. And so some of the lessons that I think are really important that in this moment where we're focused on the electoral politics are in this discussion, we're talking about the electoral side, is that, you know, part of thinking about the different strategies are there are different parts for movement that really should be centered or can impact electoral campaigns in a way that would actually help us to get better at winning. And one of those is to center the folks that are the most impacted. It has been an incredibly beautiful thing to watch. You know, working folks, queer and trans folks, gender nonconforming, black, formerly incarcerated people lead the largest civil rights movement globally. And to watch the strategy of these young folks in doing that and want to say that these architects of that strategy that built the largest global civil rights movement are the same type of the same type of strategies in terms of organizing, engage in community and going back to this idea of listening and not offering people what we think they should have, but rather listening to what communities know that they need and then giving it to them. And so or not even giving it to them, allowing them to stand at the front and go get it. And so one of the things that we can often do in electoral work is that we believe there are these magic strategists who know it all and can and can tell us the exact thing. And nine times out of ten, you actually need to get out of the way and let the most impacted people that are these amazing architects of innovation. Stand at the front and show you how it can be done. So there's a lot that folks can learn by centering the most impacted in the electoral space that comes out of movement. And then the other lesson that I think is really huge is this idea of staying true to your values and your North Star. If we in an election win on Election Day, but elect people that are not willing to move on our issues, we won nothing. So the win is not in sacrificing our values.

[01:32:41] Figuring out how we give up the things that we know are important to us in order to get to a certain number on Election Day. I argue that we can do both. And so another lesson that I think can come for a movement for black lives, another movement organization is really this idea of being really clear with ourselves what our North Star is, and especially if you are engaging. I know for a black community, a political affiliation does not mean we're on the same team. And so if you want our vote, if you want to engage us as a community, you need to find out what my North Star is. And you need to demonstrate to me that you are willing to take action with me to get there. And so those are some of the lessons that, you know, I think that we can take from movement in our electoral work to actually be more strategic and get to where we want to be together.

[01:33:42] Kiran, I saw you, you know.

[01:33:47] Putting your hands up and saying yes to all the things that Carol was saying with love.

[01:33:51] You know, maybe some lessons from your second chances work or any of your work in Florida that that carries notes, struck a chord with you. In reflecting around how we're putting community first, sort of in how we campaign and the importance behind that, definitely like one.

[01:34:12] I just want to uplift everything that Kara said. Everything that she said is 100 percent correct. I to sit at the intersection of politics, social justice, movement, work and electoral work. And what we need is deep movement organizing that then translates into electoral work. So instead of these campaigns that come in, people from out of state who don't know Florida come into Florida, parachute in and inject a whole bunch of money, give monolithic black Latin next AAPI messaging about this candidate and these national things that have absolutely nothing to do with people and these different pieces of the state. It doesn't make any sense. It's not a winning strategy. And it's why Florida, even at state elected official level and the national level, we're not seeing really the election of officials that we want to see that advocate for issues because no one's actually doing that work on and particularly with my work around returning citizens. And the second chance is campaign sitting, listening and learning from directly impacted people. You will really understand and hear what's needed in order to build a better and more inclusive community. Which is why in Florida, with Employer Fraud Education Fund, we have regional theory of change tables where movement organizations in each county, fifteen counties across the state, come together to talk about the issues that they want to fix in their communities. And they then tell up the state infrastructure movement, infrastructure like how we need to move. And it has completely shifted how we operate in the state and how we plan to, you know, move on issue advocacy. But issues are the lead, particularly for people of color in electoral cycles.

[01:36:16] We need to center issues in the directly impacted people and would love to close it out with Greg, your work on the board of United, we dream you help come up with strategies with undocumented people around engaging United States citizens who have the ability to vote, to vote. And I think oftentimes, you know, especially in campaigns, we can overlook immigrants in America who don't have the right to vote, but our citizens and our communities and active participants and would love to have you close us out with any sort of movement inspiration that you get from that team and in your day to day work with them.

[01:37:01] For this panel segment, I think one thing to note is that everyone has a role. I think that there are many of us who have the the privilege and ability to vote. And I think voting and getting folks to vote is really critical. But even if you weren't able to, there are other ways to engage in that. We that the Election Day, November 3rd, is one kind of goal post. But the work actually really is going to begin November 4th when we're organizing to make sure that the issues that we voted for and issues that we care about actually become a reality and that we hold the feet to the fire for elected up and down at all levels of government to make sure that that happens. And, you know, I think it really resonate, too, with what folks were saying, that also we have to think about a power beyond representation. Just because a certain person may have a particular identity or may have a particular skin color does not necessarily mean that they ship particular values and that they will fight and center and make sure our people are at the forefront. And and I thought about the decision making table. And so we have to have much more nuanced and complex conversations. And I think those are the kinds of common conversations that folks are having.

[01:38:11] And to kind of just add on and just say that making space and making more room for those folks to be at the tables and making the decisions around the strategy and the resources is critical. Awesome.

[01:38:25] Well, I want to thank Greg Kerry and Corinne for joining us today and giving all of the volunteers that are part of the campaign academy just a little bit of a lens into your world. I know that it is going to make them more powerful campaigners and from my heart to whatever living rooms in whatever locations you all are sitting in today. My sincerest gratitude for you joining us today.

[01:38:53] But a big leg. Thank you for having us.

[01:38:57] Hello, everyone. It's really great to continue this conversation. And thank you for our panelists that are joining us today. I would like to introduce to everyone. Three people were experts and leaders and organizers and their community. And they're going to share with us how important their Midwestern states are and what it will take to be successful in this election cycle. We don't have a lot of time here, so I just want to jump in and welcome them. First wanted to show you to Fernando Trevino Martinez. He has been a champion for immigrants rights, working as a regional organizer for you. You need us. Yes. And the deputy executive director for the Office of Immigration and Multicultural Affairs and Mayor Michael Nutter, his office in Philadelphia. He also worked on a number of electoral campaigns and started the consulting firm, which radio strategic consulting. And now he serves as the swing state director for All on the Line with the National Democratic Redistricting Committee. Thank you for joining us. Next, we have Brandon Snider, Brandon Fiserv definition of a true organizer. He has been organizing communities all over the United States, including his own style of Detroit for over a decade. Brandon now serves as executive director of the Detroit Action, where they fight for economic and housing justice in black and brown communities. Last not least, we have one of the jewels of Wisconsin. She was born raised in Milwaukee, where she has spent years organized communities. Angela has also spent time working with our brothers and sisters in labor, organizing for the State Council of SEIU and fighting for the fight for fifteen. She was also the state director for the For Our Future. And Angela now serves as the executive director for Block Black Leaders Organizing Communities. Or they work to build political power of black communities, empowering black leaders and giving them the tools they need to organize the communities around critical issues. So welcome you all. Since you are from Wisconsin, Angela Lange. And this is your home. I want to start with you. So six months ago, all eyes when Wisconsin as a Democratic Party decided to have the convention there in Milwaukee, but now due to the global Kobie 19 pandemic, a lot of those things have changed.

[01:41:49] Businesses have closed and the unemployment rate have skyrocketed. And a lot of those who are actually still working work from home. So the Democratic Party chose to be safe and elect that they had the convention on a virtual platform.

[01:42:05] So that being said, what do the people of this country need to know about Wisconsin and how things change since the 2006 election?

[01:42:18] 16. Thanks for having me. I just want to clarify, I was not the state director for you. I didn't have that much responsibility, just the political director, which was its own challenges in itself. You know, when we heard that the DNC was going to be in Milwaukee, we really took that as an opportunity to tell the full story of what it means to be a person of color in the state of Wisconsin, which comes with its challenges in Milwaukee. Specifically, we are home to one of the most incarcerated zip codes, five three two zero six. Wisconsin is the worst place to raise a black child. We are the worst in almost every racial disparity. It is really important for us not to just paint this shiny picture of Wisconsin for the sake of the delegate experience. I really thought it was a moment to really understand some of the challenges and the real resiliency that is happening in our state. And we know the numbers of how things went. In 2016, we know that statewide turnout was down as a whole, but specifically black voters were to blame, which was incredibly frustrating. Understanding that we were to blame. But yet, whereas some of the most disenfranchized and least engaged, unfortunately, but for another reason, people want to blame black voters instead of the people that voted for Trump, unfortunately. And so I think people understand now. I think there are some huge lessons learned from 2016 that we need to make sure that we're engaging as many people of color. Indigenous folks as possible, as often as possible. I think what's really important and what we have to really kind of understand and figure out is that we're living in these really tumultuous times. And how do we engage people 20, 20? Was he going to be a challenge for us before the pandemic, before the murder or warnings, before everything that is happening in 2020? We knew it was going to be a challenge, but we also had to shift our thinking. Like a lot of folks, we had to move digital. We also had to think about, do we do some more old school tactics? Do we just do more, you know, less advertize and yard signs about the Web sites and do absentee voting? Do we have fliers and gas stations really trying to bridge this this digital divide? And I think what's important is to really acknowledge the moments that we're in and how it's affecting our communities. What we've done and we've had some success with is that we combined our our messaging with not just the electoral conversation, but also a wellness check. We didn't want to be insensitive and only talk to people and only have an electoral conversation while ignoring the fact that people are still willing to pay rates, that extra benefits have now run out. It would be incredibly insensitive to only talk about the election with folks. So we've had to do a combination of making sure everyone knew about these new ways of voting. But at the same time and really honoring and understanding where folks are at it. So there are times during geo TV get out the vote where we weren't bringing up the candidate. On our first conversation, we said, hey, this is someone's cell from black. We just want to do a wellness track and make sure you're OK. Do you need to be connected to your resources?

[01:45:43] And I think that's important because I think folks feel like there's such a strong sense of urgency. We can only talk about the election, but you're gonna turn people off if you're only talking about the election. That's another way that we tend to be transactional. And so I encourage folks to really understand it and kind of like dig in and acknowledge all the the traumatic spaces that we're in where we're going through really traumatic times. In addition to all the trauma that we already have. So I'd really challenge folks to to think about how we're showing up in this space, not just in a transactional electoral way to.

[01:46:18] Yeah, I think you definitely made a good point.

[01:46:20] I think in the past, we have, you know, collectively thought more about how we approach this on electoral basis and not in using issues as a tactic, not as something that, you know, either folks are really caring about and engaging in and making sure that we are, you know, working towards correcting some of these wrongs as we were conducting the elections. And so I think that's that's actually a good point. And I want to I want to bring Fernando in this conversation as well.

[01:46:50] Fernando lives in Pennsylvania.

[01:46:54] And often I think we think of most we don't think of Pennsylvania as a place where there's there's a lot of a lot of Latino population. Right. But there is. And I think that their population is very diverse. It has a lot of diverse issues that are important to the community. So I want to ask you, friend, if you could just tell us why.

[01:47:18] Just a little bit more about the demographics in Pennsylvania and why the Latino vote is important there, but also what issues are are important to the different demographics of Latino voters there. And what do you think will take to get them out to vote in this election?

[01:47:38] Sure. So just to start with, a number that I always like to share is that in 2012, President Obama won the state by 5.1, 5.2 percent and the Latino vote was six percent. So the Latino vote actually deliver the state of Pennsylvania for President Obama in 2012. But nobody thinks about Pennsylvania like you were mentioning as a Latino state, because we're not. But we are community. It's important enough that we are the swing vote between four four elections. Right now, we're seeing in the last 10 years a huge growth of the Latino community, mainly with non Puerto Ricans, traditionally a Pennsylvanian. They have Philadelphia specific was a very Puerto Rican Latino community. But since, you know, 9/11, the growth from the Mexican community moving from New York to this area and the Dominican community moving into Philly, Lehigh Valley and the northeast of the state, really mark a huge wave of non Puerto Rican leadership becoming more politically active. Traditionally, campaigns in Pennsylvania would go to the established Puerto Rican leadership to, you know, run Latino programs. Right now, around 55 percent of the the Latino community is it's Puerto Rico. And so you have a very active. Forty five percent of Latinos are Puerto Ricans are mainly from Central and South America. So you're seeing this huge influx of a lot of different communities within the Latino community. And I think that the most important piece to make the distinction at the national level is that national campaigns tend to run Latino engagement based in the Southwest base for the Mexican-American community, Chicano community that has been in the state of Georgia narrations. And they are forgetting about the emerging community. Right. So they either run a campaign based in Texas, California, Arizona, New Mexico, or they go to Florida and they run this combination of Cuban and Puerto Rican campaigns. And they are not taking into consideration states like ours. Right. In Wisconsin. Five percent, four point something. Five percent of the vote the last time around was Latino. And nobody talks about the issue that more than 30 percent of those voted Republican because we are not talking to our community that that way. And I can tell you the same thing about North Carolina. Even about Georgia right now. But in Pennsylvania, even when the Latino community is much more Democrat and liberal than other places like Florida or Texas, the way that we talk to our community is super important because we either talk to them as the stablish Puerto Rican and Cuban community from Cuba, from Florida or the stablish Mexican-American Chicano community from the Southwest. And national campaigns are not understanding that as an emerging community. The issues are different. Most of the voters are First-Time Voters or third generation Americans like like myself. And and there is a whole different way to talk to them. So at the same time, after Hurricane Cain, Maria hit Puerto Rico a couple of years ago, Pennsylvania became the second state with the highest number of Puerto Ricans moving into the mainland after Florida. So we need to be very careful on how we're we engage in that community not only because they have been disenfranchized by this administration, but also. Their issues are way different than the established Puerto Rican community or other communities. Obviously, you know the cliches that immigration is the main issue for the Latino community. It is important for us, of course, but right now they should are affecting our community. Are they issues affecting the whole country? Education, poverty, gun control. So we need to make sure that our community has access to health care, that our communities will engage on the educational process. And those are the issues are the community are looking forward to be addressed.

[01:51:54] Business is really good. Makes a lot of sense.

[01:51:58] You know, I think that you in a lot of different places, I don't think collectively we've spent enough time figuring out like the important issues, one in the Latino community and how how the community is so diverse and what that actually means in certain states. And I was very different from state to state. But I do want to ask Brandon as well. I know you got a very similar to Angela after 2016 election.

[01:52:25] A lot of the blame fell on Michigan specifically, I think, you know, with the black voters there as well. But I mean, I'd just like to know, you know, after that election, a lot of people were convinced that a lot of focus needs to be on these suburban or getting more moderate white people back into the party, into the fold. One, I just want to ask you, you mean from being from Michigan? What do you agree with that narrative? And then to like, how important is the black vote in Michigan?

[01:53:02] So it's sort of like a more complex process of thought. And I think like The New York Times, The Washington Post, where a lot of the ink gets spilled on it, because, you know, when you think about 2016, you know, across the three states, Michigan, Pennsylvania, Wisconsin, there was like you, Trump won by seventy eight thousand votes or so. And people forget that, you know, that black folks in all of these states don't make up smaller percentages, you know. So in Michigan, where it's where 14 percent of the population, you know, so similar to that Angeles say, you know, being mad at black folks for not turning out. But, you know, the large majority of white folks, there is an increase in white folks who actually went and voted for Trump in 2016 compared to twenty twenty twelve. So I think that that's one piece. The other piece is that, you know, there's this like this this misstep mis misplaced sort of notion that that the focus of 2020 has to be on working class voters.

[01:54:08] And when they think about working class voters. No. A lot of people's minds that equals white.

[01:54:15] But the reality is, is that, you know, I come from a union household. You know, my my girlfriend cost me a household. Most black folks in the slave trade, you know, have some connection to labor, be it the UAW or ask me. So I we're working class folks. So if you're thinking about, you know, you know, start talking about working class issues, you actually have to talk to black people. You know, you think about if your strategy for twenty four, twenty twenty is that we just need to organize in Oakland County and Macomb County, these sort of bellwether counties that have gone from, you know, that flipped between Trump and Obama in the last eight years. And, you know, you don't think you actually need to talk to black folks in those counties that you have a really misplaced or sort of strategy of what it takes to engage voters. And so, you know, our work really, really centers around this idea of a centering on the experiences of black and brown people in the state of Michigan. But then it also, you know, is connected to it. So our issue organizers and our issue fights that we wanted, we had win material gains for working class black and brown and API a people here in the state. We believe in order to do that would be a real multicultural populist movement to do so. And in order to do that, we know we have to be able to have people power to win.

[01:55:36] And so our fights will we'll work on the doors. We're talking about housing jobs, criminal justice reform and public education right now in 2020. If you're not talking about housing and jobs, you aren't really listening to what people care about, because those are the things that are, you know, Sicherer people's daily lives. And as we see the policy fights that are happening, people want to know if you're elected, what will you do about it? And so, you know, our work is about making sure that we can hold both accountable, but also walk and stand alongside of those folks that we elect to be able to pass the things that people care about. People need.

[01:56:14] All right. So, you know, we've you know, we've talked a little bit today about the why, but I think, you know, there are, you know, here with the Rena, there are a lot of and a lot of other organizations across the country are going to be sending volunteers into your states virtually.

[01:56:38] You know, a lot has changed, you know, with how we are doing our electioneering these days. What? Do you want volunteers who are coming to your state to know about your state and how to organize your state and what things you think will be helpful for them? And I'll start with you. Angela.

[01:57:02] I think a couple things with what's really important is that a lot of folks understand and know, like we've all read the same big pieces and all read the same articles that say that black and brown voters, specifically in our three states, can be the decision makers. And so there's so much energy around that. But I think people need to understand to how they show up as a messenger. We don't need white saviors right now. Right. We're doing a lot of work at black. We get, you know, quest for volunteers all the time and really having people understand that the best messengers are the people that look like them, that live in the communities that are on the ground. But if we were to expand that out to other folks, really acknowledging, like I said earlier, acknowledging this moment that we're in, we got into this work as activist, as organizers, as consultants, whatever we got into this work because we care about people. And I think sometimes when we're going through such a strong sense of urgency, we lose that humanity and we just want to turn people out, turn, turn, turn, turn, turn. And that's it. And then never to be seen or heard from again until the next election cycle. It's incredibly transactional and understanding that we do have limited time to talk to folks, but really a leaning into that humanity. And the last thing that I'll say to you is that some of our folks in our community are really sitting in reconciling with bitin Harris ticket, understanding that some of the harm they may have caused in our community. And so if people maybe aren't there yet, guide them along, have those conversations, understand why they're feeling that way. I think sometimes it can be off putting when people just say blue, no matter who. And really embracing the lived experience of black and brown folks and how people are wrestling with this moment, understanding some of the real harm that's been done in our communities. So I think people need to really understand that that full picture, we're not just dinner points and polling numbers and who has the most black support. We're people with human interest in issues that are going to exist long after the election. And I think we need to keep that in mind. More reaching out to folks electorally.

[01:59:17] That's right. Thank you for that.

[01:59:20] I think those are really good points. I think the other thing is, too, we're talking about the how and the why.

[01:59:27] I think that, you know, most a lot of times, because we're we're so dynamic in our communities, so diverse when it comes to issues and things like that. It's it's been difficult for a kind of larger organizations to kind of try to come in and organize some of these communities.

[01:59:45] So we are faced with a new challenge now and this Kovik pandemic. And I think a lot of people really want to know, like, you know, what are the tactics that, you know, we we're adopting now that we didn't really have to use the past in order to reach some these communities as we as we found difficult in the past. For some like how are how are we looking at that now? And I ask you, Fernando in Pennsylvania, what are the what are the differences in how we were organizing, you know, a year ago as opposed to where we are right now?

[02:00:29] Well, obviously, they get all right. Most of the work has gone into ghetto and organized that way. But something that Angela was mentioning before is that we're going back school and we're talking about radio. We're talking about local newspapers. We're talking about just both advertising, anything that we can. Any tool that there may be out there to to to convey our message. So obviously, it's it's been a challenging time to organize them, to do political outreach like in the rest of the country. But I think that something that has been very successful is that is to go back to basics and making sure that we're communicating with people in the different and the most traditional media outlets that that we forgot in the last four to eight years to to use. And and that's something that has been important here. Also, we need to and this is something that was happening before, but we need to empower a lot of volunteers to take their own initiatives and to do their own digital organizing. That has been very successful as well.

[02:01:37] How about you, Brian? How are you coping in in Detroit, doing the organizing you're doing now, opposed to, say, a couple of months ago?

[02:01:49] You made a couple months ago, a year ago, you would've been out in the streets knocking doors, you know, HUD holding events, doing more. And I think like with the exception of the protest around the murder of George Floyd. You know, we haven't really been out on the streets at all, you know, primarily because it's you know, it's just just a high risk with BITRATE in Michigan particularly being a spot for up or COGAT infections earlier in the year. So we've had to do is, you know, similarly to some folks, switch to digital. So digital ads, you know, text messaging, you know, a ton of relational stuff, you know, asking volunteers, you know, it's a hit up your your friends, your neighbors, your family and get them signed up for things. We had to do a ton of stuff. That, you know, revolved around phone banks where we're calling people and asking them, you know, you know, about their experiences, you know, Dylan called it was just really straight up just how they're doing. And then during the electoral Daunia electoral season, you know, we we really focused our our program, you know, why we endorse candidates and why we are running a straight up shooter like, you know, TV Orridge for for Slate, you know, is also back the and around, you know, Coba like, yo, you know, there's there there are absentee ballots. Do you need one? Would you like to vote early so you don't have to go out, you know, do you need anything, you know, here, other resorts that you have. So a lot of the sort of wellness check sort of conversations that geo TV. And I think the last thing that we're just trying to think about as we as we as we think about tactics, you know, heading into this really crazy year is the fact that, like, our work just can't be transactional and it just can't be, you know, the sort of straight up traditional work because people are burnt out and tired because of all the crazy that surrounded them. And we're going to have to, you know, actually treat people like human beings and have conversations with them and and try and engage. And that's, you know, that's that's been like the central thesis of our work this year is making sure that we're you know, we're having a straight up and real conversations that work where we know we trash, see people's humanity and show them that we're human, you know, trying to, you know, be involved in community support and support them and fight for the community overall. So, you know, I I just think that those are like some good tactics. And like, the last thing I say is, like, we've just been trying to be found for creativity, like, you know, doing a lot of stuff that I would have never imagined. We did, you know, in terms of like putting up yard signs and putting up, you know, and sending out direct mail and stuff like that. So, you know, it's a lot of stuff that, you know, is crazy how a lot of the traditional school stuff in Zilkha in Baghdad, if you like.

[02:04:42] All right. Well, this is what we got when we don't have. You can't go outside. So.

[02:04:49] Absolutely. I think, you know, a lot of folks, you know, trying to. Really, you know, in March and April, a lot of organizations had to go back to the drawing board. You know, have spent a year or so planning just for this moment and then having to go back and scrap everything and kind of figure out how to move forward. I think that presents, you know, a number of different issues. You know what we're talking about. How are we, you know, making sure that folks are safe while they're. What were they doing this this this great work? Because you can't do it face to face anymore. And I know that, you know. There are a lot of places that have definitely issues with how to approach that. We're talking more about voting by mail and make sure folks vote early and things like that. And so I know all of you have really been working on that. But I think we are pretty much at the time, and I immensely enjoyed this conversation. I wish we could talk more. And I know we will and are in our respective positions over time. But it's definitely been a pleasure talking to all of you. And I think your your expertize insight has better informed us all how to approach organizing in this this kind of we're in right now and how to address these challenges. And me being a native Clevelander, also from Midwest, brandish agan said Ohio State. So I think I definitely want to thank you all. I think this is very help for everyone as we close out. So thank you, Fernando. Thank you, Angela. Thank you, Brenda.

[02:06:44] Thank you. That's. Azar.

[02:06:48] OK, everyone.

[02:06:50] I am so juiced for this conversation because we have three guests that I just admire the heck out of, because day in, day out, they are building the infrastructure and the authentic relationships in the states we're going to take this year. Georgia, Texas and Arizona in great part because of the love and care that our three panelists have today for the voters and non eligible voters in their states. So with me, I'm so excited to be joined by Scott Silver from Battleground Texas, who's the executive director of Battleground Texas, Tomas Robles, who is the co executive director of Living United for Change in Arizona, also known as Lucha. As you can see on Brand in his hat right now, plug that Web site. And also we are joined by Ian Bridge, Worth a Bridgeforth, the founder and executive director of Georgia Shift. I want to thank you all for imparting your wisdom. I am just excited that everyone's talking about your three states because I know who lives there. And it means just such a tremendous opportunity for the communities that you all have been organizing in for such a long time to have a chance to really sort of start to change the map and what the electoral calculus is for local victories, statewide victories and contributing into the national fights. And so I would love to start with you, Scott, because, you know, the fact that Texas is in the mix for a November presidential conversation with love, for you to introduce a little bit of your work. Battleground Texas and what it has actually taken to build the electorate that we've known is always there, but needed engagement authentically. What has that worked and like and what do you think is important for folks to understand about the voters in Texas?

[02:09:14] Surrogacy. That's exactly that. It's so, so great to be here, it's so exciting. The time. And also that my seat is being included. As you mentioned, I'm the executive director, battleground Texas. We are a statewide organization that launched in 2013 with a mission to turn Texas into a battleground state by treating it like one. And I think that's a very important part of it that that we've been able to plug in along with our allies. The part about treating it like one data wise, volunteer wise, infrastructure wise, and most importantly, making sure that the state is reflected, the composition of the state is reflected. And so our work is mostly threefold. We recruit and train Texans of color to run for office and or manage campaigns to help build that leadership bench. And also, we do a lot of endorsements and infrastructure building with volunteers, which is something we'll be talking about today as well. And our biggest arm is our voter registration and engagement arm, which I think is critical and pivotal to that. To the question that you're asking, which is the arm that since we launched pays attention to the fact that the competition and the makeup of Texas, as has been different than than what people are attributing to our state for so, so, so long. And most importantly and also just more beleaguered also to us being more dangerous to us is that the competition and makeup of our state is not reflected in the elected officials of our of our state. Texas is majority women. Texas is one of five states that is majority people of color. The only one of the five states that's still voting statewide, reliably red. And we have a growing youth, in fact, nearly 400000 AP Texas and 18 years of age every year, and about two thirds of that are Latino Texas. And so, you know, API is the largest, the fastest growing group in our communities. And so there are just so many demographics are important to pay attention. And as you said, you know, in the past, we haven't been paid attention to. But groups like battleground Texas, we're not the only one where part of a coalition, part of allies that have been focusing and insisting on the fact that.