Minutes March 1, 2016

Lisa Rudman, Jo Ellen, James TriMarco - Yes, Yesenia - Yes, Paul Coberstein, Joe Baker,

John Rudolph - Between Two Worlds, Manolia , Cindy Howard - Public News Service, Mike McIntee - Minneapolis, Sandy and Elena - New American Media, Aya - student volunteer

**AGENDA**

We have two main questions to answer:

**1. What to focus on? Anti-immigrant sentiment? Anti-immigrants of color sentiment? Anti-Muslim sentiment? Anti-Latino sentiment?**

How can we push back against anti-immigrant sentiment.

Much is code for racism.  Specifically, Muslim immigrants, immigrants of color. Code for white supremacy.

Do we focus on one area?  Or go broad?

Yesenia - Narrow focus might be more powerful, but could leave other groups behind.  Argue for broad.

Aya - Focus on Trump hesitating before criticizing

Mike - Judge by what will be most effective?

Paul - Focus on voters.  This country is far more fascist than we thought.

Cindy - Highlighting places where rhetoric around fear.  Fear of the other.

Joe -

James - Contextualize things in history (people really did elect history).  Some people think it isn’t real.

Can be counter-productive to bring too many lines between Hitler (or Musslini) and Trump, if you are trying to reach..

Moving toward opposing rhetoric of fear again immigrants, conflating the groups.

“Betrayal of unprotected by protected.” - Peggy Noonan

Can we further fracture Republican Party?  What can we do to go on the offense?

Look at how Republican candidates are betraying Republican Party?

Who is funding anti-immigrant, anti-Muslim rhetoric? Holding their feet to the fire?

Who are these people and how do we go after them? Which candidates are putting forward hateful rhetoric?

Republican thought leaders are scared.  Go after that.

Versus a hearts-and-minds positive counter-narrative.

John Rudolph - targeting voter engagement among Latino millennial. Developing app.

Galvanize audience to make sure they are voting and making a difference.  Counter-narrative?

Focus on first-time candidates within specific communities.  They don’t have connections to get noticed in mainstream media.

Expand what people see as their community.

Progressive policies and values can be magnetic as well.

How to have counter-narratives and stories projecting progressive policies to show the alternative to the negative rhetoric of Trump and others.

Color of Change - groups aren’t coordinating.  In Flint, there is another story about the mosques that are organizing to support people there.

Talk about immigrant communities of faith that are making America a better place to live.

Want to build a narrative that people from all sides can believe in.

Faith communities, conservative attacks on Trump,  not just from the left.

Need to operate on multiple levels - point out the advancement of a fascist agenda, need to have positive stories, also need to engage people who are alienated from the system.

Be intentional about centering voices of immigrants and people of color in our outlets.  Many of us aren’t from those communities.  Talk to journalists from those communities.

**2. How do we organize our collective response?  Here are the different ways we can go:**

* share work we are already doing w/ idea of cross promotion
* develop or adopt a common hashtag for all the work we are already doing
* plan one big joint effort--perhaps around some key date (like the conventions) -- to push back against nativism via education/information
* work jointly to develop a counter-frame that we would use in all our stories--along with a common hashtag--throughout the campaign. This joint effort would probably involve shared editorial discussions, calendaring, case studies, etc.

Common hash tag

Number of different approaches

Is there interest in collective editing or working toward a common date.

Important space for positive stories - this is Yes’ bread and butter, and they’d be happy to collaborate.

Be in consistent communication, let TMC know what stories are being produced. Share info so that we could know what others are working on. Promoting each others’ stories on social media.

Set up a call in a couple weeks.

Sort out hash tags.

Set up backend tracking.

Three areas of Focus:

* Shame fascists, eeep research into money.
* Positive narrative - #ouramerica, reclaim narrative, elevate voices of impacted communities
* Getting people out to vote

**3. Next steps**

Based on how we choose to organize our response, we will set up means to pursue next steps.

Joe Baker