



WINNING WORDS

Economy & Jobs



HATTAWAY
COMMUNICATIONS

GOP FORMULA DOMINATES THE DEBATE

Republicans have a simple formula that currently dominates the economic debate:

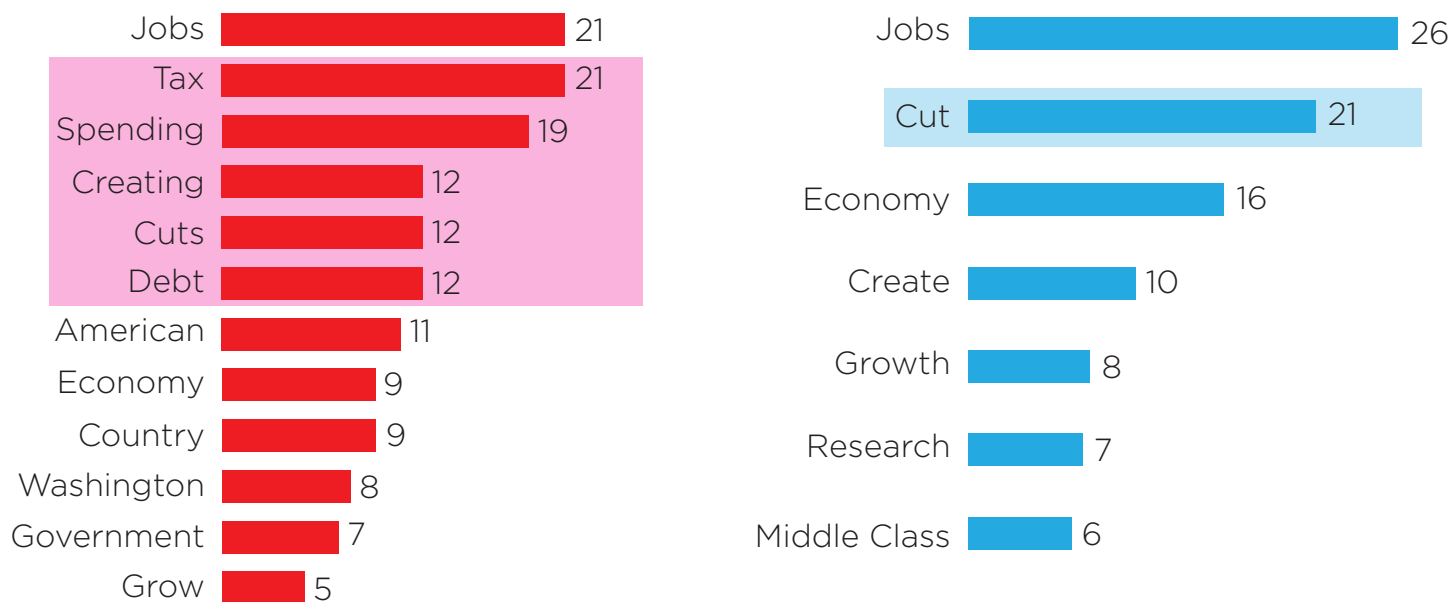
Spending Cuts + Lower Taxes = Economic Growth

To date, Democrats have been fighting on Republican turf—arguing over spending cuts rather than articulating their own formula for creating jobs and economic growth.

KEY WORDS IN NEWS COVERAGE

The Republican narrative clearly breaks through in media coverage. Both Democrats and Republicans said “jobs” most often in their quotes and sound bites. After that, Republican key words—“tax,” “spending,” “cuts”—advance their narrative. Democrats mention “cuts” more than they talk about their own ideas for creating jobs. “Research” suggested a Democratic economic strategy—but was part of a larger narrative.

Word Frequency Analysis*



Results show words used at least 5 times in quote by Republican and Democratic sources in a sample of national news coverage about jobs and the economy



FORMULA CAN REFRAME THE DEBATE

Democrats can begin to level the playing field and speak to the concerns of most voters with a simple message about their economic plan:

Innovation + Infrastructure + Education = Jobs for Middle Class Families

This reflects the well-received "out-innovate, out-educate and out-build" in the President's State of the Union.

15-SECOND NARRATIVE

The brief narrative below is a concrete articulation of the Democratic formula for creating jobs and economic growth. It draws a sharp contrast to the Republican plan, while speaking to real benefits that people will support.

Our plan creates a cutting-edge economy that works for everyone and puts America ahead of the competition:

Innovation to jumpstart new industries like clean energy;

Rebuilding of economic infrastructure like roads, bridges and ports; and

Education and job training to help middle class people get good jobs.

Lead with an aspirational vision for the country and speak to Democratic values.

Use vivid language that helps people picture how the Democratic strategy will benefit them.

BONUS: 30-SECOND HISTORY LESSON



Republican slash-and-burn politics over the past decade have brought us deficits, debt and economic collapse—and left middle class Americans wondering if our children will have a shot at the American dream.



The Democratic strategy of investing in people, innovation and infrastructure—while ensuring corporations act responsibly—brought this country incredible job growth and budget surpluses in the 90s—and saved 3M jobs that might have been lost last year.