

Strategic Communications Report: Beyond Affordability Themes

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Every number here — readiness, sentiment, emotion, session counts — is pulled directly from live analysis of the real transcripts in view, never generated. "Domain" below means one topic (the economy, immigration, foreign policy, and so on) scored on its own, not blended into one average — a candidate can be off-limits on one issue and wide open on another, and a single number would hide that. The narrative (the direct answer, the read on each domain, recommended frames) is a grounded AI read of that real data, constrained to only what's actually there.

The question

Beyond affordability as the default message, what other themes should a candidate focus on across the whole corpus

The direct answer

While affordability remains a critical concern, this report outlines alternative themes for candidate engagement across various domains. The 'Economy / cost of living' and 'Law / free speech' domains are classified as OFF-LIMITS for direct persuasion due to their 'Core MAGA' cluster strategy of 'Do not engage. Non-persuadable.' The 'Partisan identity,' 'Immigration,' and 'Foreign policy / war' domains fall under the 'Diverse Disaffected Conservatives' cluster, which can be persuaded using shared frames by focusing on cost-of-living and fairness, while avoiding partisan identity framing. 'Elections / process' and 'Trump / administration' are targeted at the 'Tuned Out Persuadable' cluster, requiring messages that start with immediate needs like bills and rent, and offer concrete, near-term fixes. The 'Health' domain, though very thin in data, maps to 'Anti-Woke Traditionalists,' suggesting a focus on respect for work, fairness, and critique of corporate/political corruption. Across these domains, a consistent thread involves addressing perceived unfairness and corporate/political malfeasance, while carefully navigating sensitive topics and avoiding abstract or shaming language.

Coverage. All corpus data is solid (52 session(s)). The 'Health' domain coverage is very thin (1 session(s)), while 'Law / free speech' is thin (2 session(s)). All other domains have solid coverage.

Supporting analysis

Per-scope read

All corpus

The overall corpus shows solid coverage with 52 sessions and 963 minutes of data. This provides a robust foundation for understanding communication strategies across various domains.

Domain by domain

Economy / cost of living

The 'Economy / cost of living' domain has a readiness of 8/100 and medium confidence, with 11 sessions. The WFP cluster is 'Core MAGA,' with a strategy of 'Do not engage. Non-persuadable.' This cluster exhibits high identity commitment and distrust of left organizations, reacting to outgroup cues. The

recommended approach is to stay concrete and respectful, discuss corruption and costs, ask questions, and avoid preaching or arguing facts as a first move. The mood in this domain is characterized by a real avg_sentiment of -0.416 and real avg_emotional_openness of 0.312. The coverage is solid.

Law / free speech

The 'Law / free speech' domain is OFF-LIMITS with a readiness of 8/100 and high confidence, based on 2 sessions. It aligns with the 'Core MAGA' cluster, which has a 'Do not engage. Non-persuadable.' strategy. Key traits include high identity commitment and distrust of left organizations. Communication should focus on concrete issues, corruption, and costs, while avoiding triggering cultural identity conflicts or moralizing. The mood is negative, with a real avg_sentiment of -0.511 and real avg_emotional_openness of 0.222. The coverage is thin.

Partisan identity

With a readiness of 19/100 and high confidence across 10 sessions, the 'Partisan identity' domain is classified as LOW RETURN. It maps to the 'Diverse Disaffected Conservatives' cluster, whose strategy is to 'Persuade using shared frames; mobilize supporters to vote.' This audience is characterized by multi-issue frustration, low trust in both parties, cost stress, and anti-elite sentiment. Engagement should begin with cost-of-living and fairness, naming corporate profiteering, and offering specific, local wins, while avoiding assumptions about partisan identity or leading with ideology. The mood is negative, with a real avg_sentiment of -0.217 and real avg_emotional_openness of 0.257. The coverage is solid. A starter line is: 'Both parties talk — but prices still climb. That's not an accident.'

Immigration

The 'Immigration' domain is LOW RETURN, with a readiness of 21/100 and medium confidence over 4 sessions. It falls under the 'Diverse Disaffected Conservatives' cluster, which aims to 'Persuade using shared frames; mobilize supporters to vote.' This group experiences multi-issue frustration, distrusts both parties, feels cost stress, and holds anti-elite views. Communication should prioritize cost-of-living and fairness, highlight corporate profiteering, and offer local wins, rather than leading with partisan identity or ideology. The mood is slightly negative, with a real avg_sentiment of -0.164 and real avg_emotional_openness of 0.244. The coverage is solid. A starter line is: 'Regular people need a team that actually fights back.'

Foreign policy / war

The 'Foreign policy / war' domain is LOW RETURN, with a readiness of 24/100 and high confidence across 16 sessions. It aligns with the 'Diverse Disaffected Conservatives' cluster, employing a strategy to 'Persuade using shared frames; mobilize supporters to vote.' This audience is marked by frustration on multiple issues, low trust in political parties, stress over costs, and anti-elite sentiment. The recommended approach is to start with cost-of-living and fairness, identify corporate profiteering, and propose specific, local victories, while refraining from assuming partisan identity or leading with ideology. The mood is negative, with a real avg_sentiment of -0.253 and real avg_emotional_openness of 0.27. The coverage is solid. A starter line is: 'Both parties talk — but prices still climb. That's not an accident.'

Elections / process

With a readiness of 27/100 and high confidence over 5 sessions, the 'Elections / process' domain is CONDITIONAL. It maps to the 'Tuned Out Persuadable' cluster, which seeks to 'Persuade using shared frames and mobilize.' This audience has low political attention, high cost stress, and low institutional trust, responding to concrete help. Messaging should begin with immediate concerns like bills and rent, use brief causal narratives, name corporate price-gouging, and offer a near-term fix with a next step, avoiding labels, shaming voting history, or abstract system-talk. The mood is slightly positive, with a real avg_sentiment of 0.08 and real avg_emotional_openness of 0.248. The coverage is solid. A starter line is: 'Feels like groceries and rent jump every month, right?'

Health

The 'Health' domain has a readiness of 33/100 and low confidence, based on 1 session. It is classified as **CONDITIONAL** and aligns with the 'Anti-Woke Traditionalists' cluster, whose strategy is to 'Persuade to support our candidates by activating shared frames.' This audience is characterized by cultural conflict salience, anti-elite views, pro-work values, and wariness of moral lectures. Engagement should start with respect for work, critique of greedy corporations and corrupt politicians, and discussions of fairness and rules, while minimizing identity language initially. The mood is negative, with a real avg_sentiment of -0.352 and real avg_emotional_openness of 0.345. The coverage is very thin. A starter line is: 'If you work hard, you should be able to afford a decent life.'

Trump / administration

The 'Trump / administration' domain has a readiness of 34/100 and medium confidence across 3 sessions, making it **CONDITIONAL**. It falls under the 'Tuned Out Persuadable' cluster, with a strategy to 'Persuade using shared frames and mobilize.' This audience is characterized by low political engagement, high cost stress, and low trust in institutions, responding well to tangible assistance. Communication should focus on immediate issues like bills and rent, employ short, causal stories, identify corporate price-gouging, and offer a near-term solution with a clear next step, avoiding labels, shaming, or abstract discussions. The mood is slightly negative, with a real avg_sentiment of -0.119 and real avg_emotional_openness of 0.295. The coverage is solid. A starter line is: 'It shouldn't take two jobs to stay afloat.'

Recommended frames

- Focus on fairness and the rules of the game being rigged by corporate interests and politicians, as seen in the 'Diverse Disaffected Conservatives' and 'Anti-Woke Traditionalists' clusters. Starter line: 'Both parties talk — but prices still climb. That's not an accident.'
- For 'Tuned Out Persuadable' audiences, frame issues around immediate, concrete needs and offer practical, near-term solutions. Starter line: 'Feels like groceries and rent jump every month, right?'
- Highlighting the 'corruption' and 'fairness' values, particularly for audiences distrustful of institutions. Starter line: 'Too many politicians take corporate money and forget regular people.'
- Emphasize respect for hard work and the idea that working hard should lead to a decent life, aligning with the 'Anti-Woke Traditionalists' cluster. Starter line: 'If you work hard, you should be able to afford a decent life.'

Risks

- Premature moral sorting: Avoid immediately categorizing individuals based on perceived political leanings, especially in domains like 'Partisan identity.'
- Abstraction without agents: When discussing issues like economic hardship, ensure concrete agents (e.g., corporations, specific politicians) are named, rather than abstract systemic problems.
- Shame-based scolding: Do not shame individuals for their voting history or political disengagement, as this is counterproductive for the 'Tuned Out Persuadable' cluster.
- Culture-war baiting: While 'Health' touches on 'Anti-Woke Traditionalists,' avoid leading with identity-first frames or overly moralizing language that could alienate this group.
- Policy dump: For 'Tuned Out Persuadable' audiences, avoid overwhelming them with complex policy details; focus on simple, actionable solutions.

Data appendix

All corpus — 52 session(s), 963 min

Domain	Status	Readiness	Sentiment	Emo. openness	Confidence	Sessions	Coverage
Economy / cost of living	OFF-LIMITS	8/100	-0.416	0.312	medium	11	solid
Law / free speech	OFF-LIMITS	8/100	-0.511	0.222	high	2	thin ■
Partisan identity	LOW RETURN	19/100	-0.217	0.257	high	10	solid
Immigration	LOW RETURN	21/100	-0.164	0.244	medium	4	solid
Foreign policy / war	LOW RETURN	24/100	-0.253	0.27	high	16	solid
Elections / process	CONDITIONAL	27/100	0.08	0.248	high	5	solid
Health	CONDITIONAL	33/100	-0.352	0.345	low	1	very thin ■■
Trump / administration	CONDITIONAL	34/100	-0.119	0.295	medium	3	solid

Villains: Trump (blamed for lying, misinformation, and negative impacts on the economy and government., sadness 0.199); Biden (viewed negatively, associated with negative sentiment., sadness 0.265); MAGA Republicans (associated with negative sentiment and anger., anger 0.512); Kimmel (associated with negative sentiment, anger, disgust, and sadness., sadness 0.294); Hakeem Jeffries (associated with strong negative sentiment, anger, and disgust., disgust 0.239); Ray (associated with extreme negative sentiment and sadness., sadness 0.554); George Bush (associated with strong negative sentiment, anger, and sadness., sadness 0.259); Pete Hegseth (associated with negative sentiment, disgust, and sadness., disgust 0.159); UCMJ (associated with negative sentiment and anger., anger 0.421); Democrats (viewed negatively, associated with sadness and disgust., sadness 0.297); people (viewed negatively, associated with sadness, anger, and fear., sadness 0.277); WhatsApp (associated with negative sentiment, sadness, and anger., joy 0.696)

Values: honesty (violated, 22 session(s)/35 mention(s)); security (contested, 21 session(s)/42 mention(s)); trust (contested, 17 session(s)/51 mention(s)); accountability (contested, 15 session(s)/41 mention(s)); fairness (contested, 13 session(s)/20 mention(s)); community (appealed_to, 11 session(s)/20 mention(s)); corruption (violated, 7 session(s)/8 mention(s)); freedom (appealed_to, 5 session(s)/11 mention(s))