

NEW JOURNEY PAC SEEKS TO CONNECT WITH THE AFRICAN AMERICAN VOTER THROUGH **OUTREACH** AND **EDUCATION** ON THE ISSUES IMPORTANT TO THEM, WITH THE GOAL OF **INCREASING AFRICAN AMERICAN SUPPORT FOR CONSERVATIVES** IN THE 2020 ELECTION CYCLE.

OVERVIEW

A new organization comprised of like-minded conservatives, founded by **James Golden**, has been established as a partisan Political Action Committee (PAC) which aims to increase support for Republican candidates among African Americans. Mr. Golden is more widely recognized by the pseudonym Bo Snerdley, the ever-present, behind-the-scenes force of the *Rush Limbaugh Show*.

A subsidiary goal is the encouragement of African Americans (particularly those under 50 years of age) to seek federal office on the Republican ticket. Mr. Golden understands that African Americans are often a more natural fit with the values, candidates, and policies promoted by the Republican Party, and his vision is to illuminate these facts among African Americans.

Actual data contradict the prevailing national narrative in this regard. Contrary to the messages promoted in the establishment media and amongst Hollywood liberals, the data show that African Americans are more likely to self-identify as conservative. Even polling firms whose survey methodology is built to favor the ideological left have observed that within the African American community, there remains a significant disconnect between the voting record and belief system. For example:

- 89% of African Americans self-identify as belonging to a faith, with 83% stating theirs is of the Judeo-Christian tradition—well above the United States as a whole, where less than 60% self-identify with any mainstream faith.
- African Americans favor reducing illegal immigration more than any other demographic group.
- 76% of African Americans support school choice.

On almost every major issue, voting African Americans depart from the Democratic Party talking points (e.g., abortion, taxes, immigration, climate change, transgender, etc.). On issues where there is less divergence (i.e., health care, student loans, slavery reparations, UBI, and foreign policy), the gap between African Americans and Democratic Party orthodoxy grows dramatically once one examines policy specifics.



Mr. Golden and other African Americans who came of age as active members of the black community have instinctively known what the above data now prove; African Americans are willing to vote for Republican candidates if those candidates ask. Given the unique candidacy of the president and the broader, underground youth-led **BLEXIT movement**, the climate is ripe for a more purposeful, experienced, and data-driven organization whose sole purpose is to provide issue education and advocacy with the intent of driving the vote.

Indeed, African American influencers who are not conservative in the strict sense have begun to publicly declare that the Democratic Party does not own them (e.g., Kayne West). What is most encouraging is that a new crop of young conservative influencers, from comedians to serious commentators, have joined GOP supporters and are rising in the public consciousness (e.g., Candace Owens, Terrance Williams, et. al.).

New Journey has a near-term mission focused on the 2020 election cycle: increase the numbers of African Americans voting for the reelection of the president, with a hyper focus on the following states:

- Florida
- Georgia
- Michigan
- Texas
- North Carolina
- Pennsylvania
- Minnesota
- Wisconsin
- Virginia
- Arizona

GOAL: Increase numbers of African Americans voting for the reelection of the president in nine states



WHY A SEPARATE ORGANIZATION?

Since 1964, the national Republican Party apparatus has failed to win more than 10% of the African American vote for a Republican presidential candidate. Any success has only been due to the messaging strategy of a candidate. For example, President Trump was able to double his share of the African American vote from 4% in 2012 to 8% in 2016. **Note:** Various political scientists have suggested that given the incorrect 2016 polling data on President Trump, it is likely that President Trump received 10–13% of the African American vote. However, for purposes of this document, we use the more widely recognized 8% figure.

There are myriad reasons for these failures, but they primarily include ineffective message content and the lack of a “marketing” apparatus. Speaking bluntly, this is because both messaging tactics and content are largely unfamiliar among those in most Republican strategy circles, and some African American-targeted messages and tactics may be disquieting to GOP elders. An organization that better reflects the needs and interests of the African American community, which has the knowledge to speak effectively to that community, offers the best chance to fight the Left’s grip on the African American vote.

ENGAGEMENT STRATEGY

New Journey will achieve this mission through the strategic targeting of African Americans in certain communities via social media, radio and television ads, black-focused magazines, church marketing, and door-to-door traditional canvassing. New Journey’s real purpose and its best chance of success lies in taking the offensive with positive messaging that speaks to African Americans rather than at them. This must be blended, as appropriate, with messaging that directly and specifically calls attention to decades of liberal policy failures that have harmed African Americans, with the goal of increasing black support for the president’s reelection. The content will be data-driven, dependent upon the target locale, and potentially influenced by the national news cycle.

The offense strategy and content is designed to flip votes, add new votes or keep non-motivated voters non-motivated. The goal is to flip or increase the percentage of African Americans voting for the president by targeting certain segments of this constituency. New Journey will move the needle 2-to-3 percentage points per segment, per precinct, in a given state. Segments are primarily dependent upon the target state, but examples include:

- Property owners, businesses owners and those with appreciable net worth
- Those earning \$50K or more
- Weekly attendees at Christian churches
- Non-college educated, lower-income males, under-employed or unemployed, ages 18–35
- Gun owners

Once the prospects are identified, New Journey will implant early and in non-traditional locations. Then we will frequently engage on a local level.

We anticipate false, attack messaging from the opposition and are prepared with defensive messaging. Defensive strategies are simply messages that push back against anti-Trump propaganda, which is often offered by well-funded, pro-socialist organizations such as Move On and Color of Change.



Examples include narratives such as: “Trump didn’t rent to Blacks in New York City”; “Trump supported white supremacists in Charlottesville”; or, “Trump calls Black People dogs.” Defensive messaging, most likely, will utilize a two-prong approach: (a) 7–10 seconds refutation and (b) 25–35 seconds of personal testimony from non-activist, African American surrogates to attest to the policy successes of President Trump that cut across the color line.

PROOF OF CONCEPT

The plan below is predicated upon the success of Mr. Autry Pruitt’s radio advertisements in 2017, when he worked with the unaffiliated Great America PAC during the special election contest between Republican candidate Karen Handel and Democrat Jon Ossoff in the 6th Congressional District of Georgia. This targeted, 10-day radio campaign succeeded in swinging enough votes to provide victory for Ms. Handel, with the **byproduct of attracting national attention** and helping to catalyze grassroots movements such as BLEXIT.

Note that the GAA, the PAC that sponsored the advertisement, is not an organization for African American issues or voters. This organization simply tested the concept. The goal was to increase the African American turnout for the Republican candidate and decrease the turnout for her opponent. The plan succeeded beyond all expectations on both fronts when Mr. Pruitt’s radio ad was picked up and played on national television programs. An independent analysis by WPA concluded that:

1. 8% of African Americans said they did not vote because of the ad campaign;
2. Ossoff’s overall support was 62% amongst African Americans (compared to Hillary Clinton’s 89%). The drop in his support coincided closely with the ad’s airplay, and it was determined that the ad contributed to his sharp decline;
3. 11% of voters remembered the ad from television;
4. Twice as many Democrats as Republicans remembered the ad from TV; and twice as many moderates as Republicans or Democrats did;
5. 46% of respondents said they became more interested in voting after hearing the ad;
6. The advert increased Karen Handel’s turnout.

Again, the tested model proves that African American voters are not tied en-block to the Democratic Plantation; more importantly, the African American vote is movable in large numbers, provided the messaging is specific and targeted. Imagine if this campaign had been sustained for months, in multiple forms on a variety of platforms, and been backed up with in-person interactions—the results would have been devastating to the Democratic Party.

KEY PERSONNEL



James GOLDEN *Founder*

Best known by the pseudonym “Bo Snerdley,” Mr. Golden has been the confidante and a part of the *Rush Limbaugh* program for 20+ years. In addition to hosting his own show during the late 90s on the largest radio station in the nation (WABC New York), he has served as VP of Programming for WWRL and has been the featured guest and speaker at many events around the country. Golden, an African American, has pushed the boundaries of success as a radio pundit and online commentator.



Autry J. PRUITT *CEO*

Autry grew an internet radio-program that he started in his living room from 10 listeners to 1.5 million listeners in just three years. Autry has been inspiring African Americans to abandon the Democratic Party and vote for liberty-minded candidates since 2006. Autry was the first online radio host to broadcast live from the largest Gun Trade show in the World (the “Shot Show”) in 2015. Autry has delivered well over 200 keynote speeches, written over 175 articles and mini-white papers, he is the author of the book, *Planes, Steak & Water: Defending Donald J. Trump*. Autry has a corporate history of running extraordinary and robust real-estate investment organizations.



Scott HOGENSON *Communications Advisor*

As a veteran of four presidential campaign, Scott brings a solid understanding of campaign communications to the organization. He served in the George W. Bush Administration as deputy assistant secretary for the U.S. Department of Veterans Affairs, acting as the lead executive for media relations and communications strategy in the nation’s second largest cabinet agency. Scott has also directed or consulted on Radio/Media Row operations for every Republican National Convention since 1992, resulting in long-standing relationships with the nation’s biggest and most influential talk radio shows.



Todd HERMAN *Digital Advisor*

Todd is a pioneer in the online world, bringing nearly 20 years of digital media experience to the organization. Todd was the chief digital strategist for the Republican National Committee between 2009 and 2011. He previously directed business and media strategy for Microsoft, and served as CEO for several successful start-up companies. Today, Todd co-hosts the afternoon show on KIRO/Seattle, the city’s #1 talk radio station, and has served as a guest host for the *Rush Limbaugh Show*.



Cordes OWENS *Marketing Advisor*

Cordes is the owner of a Tampa based digital marketing firm **Bake More Pies** which produces and markets advertising across media platforms. Cordes has served as a vice-president and director for some of the leading marketing companies in the USA. His projects have earned awards from multiple national outlets, including placement in *Forbes’* “Best of the Web” and the No. 3 spot in *PC Magazine’s* fast track 500.

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