

## VISION

**WE STRIVE to LIVE IN A WORLD WHERE OUR CHILDREN & GRANDCHILDREN WILL NOT BE LABELED RACIST BECAUSE OF THEIR POLITICAL BELIEFS.**

Few Americans know the Republican Party is the Party of Lincoln, and what that means in historical context. The Republican Party was born to fight slavery and to preserve a union of states which ushered in a fundamental shift in world power.

Self-governance, freedom of religion, private property rights, freedom of speech within a capitalist economic system didn't happen by accident. It was born of the genius of the American Founders and sparked a worldwide movement for over three centuries, which continues today. It has lifted more people out of poverty and brought freedom to more people than any system in the history of mankind. The framers devised a political system that would eventually conquer America's moral sin of slavery.

It took Republicans and the deaths of 600,000 Americans to bring freedom to ALL Americans. Few realize that Republicans were the political force that began the protracted civil rights struggle. The Eisenhower Administration stood up to segregationists in Little Rock, Arkansas, from which the civil rights movement grew. It was Richard M. Nixon who first brought Dr. Martin Luther King Jr. to Washington D.C. Republican votes defeated the Democrat Party's filibuster of civil rights legislation that kept the Democrat Party's state-controlled Jim Crow laws in place.

Today, the Republican identity has been successfully demonized by a relentless, 50-year campaign to portray it as a party of white supremacists, bigots, and compassionless agents of inequality.

This flies in the face of the fantastic record of progress that Black and Hispanic Americans achieved under the policies of Republican presidents Ronald Reagan, George H. W. Bush, George W. Bush, and Donald Trump. Much of this, regrettably, has been overshadowed and distorted by a powerful anti-Republican messaging machine, orchestrated by the Democrat Party and executed by their willing accomplices in the mainstream media, the entertainment industry and academia.

While the Republican Party's political apparatus has attempted in several election cycles to change this narrative, it has mostly failed. In far too many "blue cities," there is no Republican presence, and the well-intentioned efforts to combat the nonstop Democrat Party messaging machine has only been activated - at a party level - during election cycles.

We will establish a 24/7/365 messaging and education strategy that will not go dark between election cycles. We will engage minority voters in the cities, towns, and hamlets in which they live with an effective, relentless campaign to answer the positioning of Republicans as an enemy of minority populations, without insulting the intelligence of this constituency.

We will engage with truth and perseverance. We will use every weapon in our communication and technological arsenal, including strategic marketing, rapid response, and accurate polling to deliver insightful messaging that is informative, empathetic and humorous. More importantly, we will speak the language of ethnic voters and non-voters. The challenges facing the Republican Party are not one-cycle problems, and the results will not be achieved in one cycle. New Journey is here for the long haul.

How do you change voting percentages among a population which votes 90 percent in favor of the opposition? One percentage point at a time. That is the New Journey we have elected to begin. Join us.



## OUR PLEDGE

- THIS ELECTION CYCLE, WE WILL BE THE GO-TO SUPERPAC THAT CONFRONTS RACIAL AND IDENTITY POLITICS.
- WE WILL SPEAK TO ETHNIC VOTERS AND NON-VOTERS IN TERMS AND THEMES THAT ARE PERSUASIVE AND NOT INSULTING – BUT REAL.
- WE WILL ESTABLISH A SUSTAINED EFFORT THAT WILL NOT GO DARK BETWEEN ELECTION CYCLES, PROVIDING RAPID RESPONSE AND EDUCATION ON AN ONGOING BASIS.
- WE WILL TARGET STATES WHERE SMALL PERCENTAGES OF MINORITY VOTES WILL DETERMINE THE OUTCOME OF ELECTIONS.
- WE ARE A TRANSPARENT AND ETHICAL PAC, PROVIDING DONORS A VALUE PROPOSITION THAT CAN BE REALISTICALLY ACHIEVED.

## SAMPLE PROGRAMING

New Journey has an ambitious action agenda to undertake several impactful programs designed to engage African Americans on key issues, and move the vote at the national level as well as key House and Senate campaigns. These initiatives include, but are not limited to, the following:

**RAPID RESPONSE** - It's often said that a lie can get halfway around the world before the truth can lace up its boots. For decades, the left has launched smear campaigns against conservative thinkers, advocates, broadcasters and journalists to silence their voices. They do this through economic pressure in the form of consumer and advertiser boycotts and cultural defamation that hinges on racial and other forms of identity politics. They have been especially vicious attacking conservative African-Americans. New Journey will push back against these attacks through timely, direct advertising, and by quickly rallying surrogates to speak truth to accusations through print and broadcast news outlets that still believe in an honest news media. We will defend the voices that advance our conservative agenda.

**DON'T MESS WITH TEXAS** - Electoral maps are constantly evolving. In the past 10 years, reliably Republican states like Virginia, North Carolina, Georgia, and others have either flipped to Democrat or become much more competitive. At New Journey, we believe that one state - Texas - will make or break the party at the presidential level over the next decade. Shifting population trends combined with the influx of illegal immigrants crossing our southern border mean we can no longer assume Texas will remain in the GOP column. Texas is not a battleground today, but it is a firewall. If we cannot continue to hold Texas, the nation faces dire risks and New Journey believes the time is now to begin work on maintaining party support there.

**AOC PRIME** - Who is the face of the Democrat Party for 2020? This campaign will reinforce Rep. Alexandria Ocasio-Cortez as the face of the Democrat Party, leveraging her opposition to Amazon's office location in Queens, and advancing a narrative of her job-killing progressive policies. The branded logo of this campaign will incorporate a stylized version of the Amazon image with an inverted Amazon Smiley (a frown), along with a dedicated website documenting the worst policies of AOC and her fellow Democrats. Amplifying this will be local art by legendary street artist Sabo, who will create urban art highlighting their failures.

**BLACK JOBS MATTER** - Black unemployment is at unprecedented lows despite progressive efforts to stifle job creation, which disproportionately hurts black families. A companion to AOC Prime, this campaign will include all of the above, plus nationally distributed video spots of African-Americans discussing job creation in their communities, juxtaposed with Progressive ideas that ultimately limit or destroy job opportunities, (i.e., forced minimum wage, unchecked immigration, chasing Amazon out of Queens, and etc.) This will be further accompanied by Op-ed pieces with notable black leaders as signatories.

**WHAT'S IN YOUR CLOSET?** - Progressives and their media allies live to pick apart the lives of those with whom they disagree. We believe turnabout is fair play. Our plan is to investigate the conduct of leading media figures and prominent Progressives and bring to light their own foibles. Just as the media recently delved into the ancestry of the Senate Majority Leader, we would examine the ancestry of leading media figures and Progressives, along with research on legal problems, lawsuits, bankruptcies, and other aspects of their professional lives and careers. This research will be supported by a discrete website, radio spots, digital/video advertisements and a weekly podcast.

**JAMES' FABLES** - Humor is a potent means of communications. We intend to utilize this through uniquely written and produced "fairy tales," that highlight Democrat failures and are delivered in a calm, soothing style, in a manner reminiscent of a child's bedtime story. These video features will not only mock Progressive policy failures and shortcomings, but will serve to support the inherent value and goodness of administration policies by juxtaposing them as the protagonists in these fables. In the space between "Once upon a time..." and, "... the moral of the story..." we will communicate the stark differences between conservative and radical Progressive ideals and ideologies.



**ABORTED OUT OF EXISTENCE** - No community in America has suffered more as a result of Roe v. Wade than the black community. This campaign will target Planned Parenthood and how they are destroying the black community. Abortion is an emotional issue and our plan is to approach this through thoughtful, highly educational messaging with a discrete website for support and to memorialize documented evidence of what is happening. Our intention is to get scholars to write periodically for the site and retail this information out to like-minded groups and individuals, both within the black community and the larger pro-life community.

**TRUTH IN POLLING** - All too often, political polling conducted by mainstream media companies is suspect, asking questions intentionally designed to advance a narrative that is critical of conservatives and the administration. To combat this, New Journey will partner with the prestigious TechnoMetrica polling firm to get to the truth about the attitudes of the African-American community through honest questions. We seek to present the truth about critical issues among blacks. Immigration, jobs and the economy, cultural issues, race relations, the role of faith and other key issues that are either ignored or skewed will be measured and disseminated. The purpose is two-fold: to expose the truth and to let other blacks know they are not alone in their opinions and should not be dissuaded from expressing them. TechnoMetrica was one of the only polling firms in America to correctly call the results of the 2016 presidential election.

**THE SPARTACUS CHALLENGE** - Democrats have passed legislation to thwart the creation of jobs in most minority communities. To that end, we propose the Spartacus Challenge. On September 16, 2018, during the hearings for Justice Kavanaugh's elevation to the Supreme Court, Senator Cory Booker generated national ridicule for his straight-faced declaration--he experienced, "A Spartacus Moment." On July 23, that same Senator (now Presidential Candidate) issued a challenge to Senator Joe Biden-via Twitter: "It's not enough to tell us what you're going to do for our communities, show us what you've done for the last 40 years." We are going to issue a radio challenge to every democrat running, confronting them with their voting record and then asking--where have you been for 40 years while the Black community was dying?

## PARTNERS

- **TechnoMetrica** - The polling firm TechnoMetrica is among the most reliable and accurate survey companies in America, being among the very few that correctly predicted the outcome of the 2016 presidential election. TechnoMetrica is the exclusive polling partner with New Journey and represents a core component of our mission to truly identify the important opinions, issues and attitudes of the African-American community.
- **Civic Science** - Understanding attitudes and opinions on issues through polling is important. But so is understanding what makes people tick - the psychographics of a particular group of people. Civic Science will augment their core competencies with TechnoMetrica to provide highly nuanced insights

to help sway the African-American vote. Civic Science will help New Journey know and understand the lifestyles, hobbies, shopping patterns, travel choices, sports activities, education, family size and entertainment choices of persuadable African-Americans, through which we will refine messaging and make it more effective.

- **Sabo** - The provocative street art of Sabo has drawn national media attention for years. This Los Angeles-based artist will focus his talents and attention on promoting New Journey positions through the edgy, avant-garde style that has made him a notorious thorn in the side of Progressives. Sabo's creativity speaks clearly and loudly to urban minorities, particularly younger voters, who can begin their own journeys toward a better form of politics and governance.
- **Bake More Pies** - Major challenges include overcoming the censorship of social media and effectively distributing advertising dollars. Bake More Pies (BMP) has access to the leading proprietary software that delivers social media messaging and advertising in a way that defeats this censorship at a greatly reduced cost. New Journey will receive the same cost-effective buys as a Fortune 500 company. BMP is also able to compile data on who sees these advertisements, providing valuable information on which ads work and which ones don't.
- **The Honorable Kenneth Blackwell** - As former Secretary of State for Ohio, Ken Blackwell emerged as one of the most vocal and effective advocates for African-Americans and their further engagement in the conservative movement. His involvement with New Journey will include authoring opinion pieces for print, and serving as a surrogate via broadcast news appearances and interviews.
- **Mr. Jack Brewer** - Few Americans understand the need for educational and business opportunities more than Jack Brewer. The former NFL safety and team captain for the Minnesota Vikings, New York Giants and Philadelphia Eagles is the founder of the Jack Brewer Foundation, which is dedicated to helping the underprivileged globally. He is a potent voice for how conservative principles lift people from poverty, and will serve as an advocate in that capacity.

## Digital/Technology

New Journey PAC is prepared to deploy the latest innovations in digital profiling, audience segmentation, and messaging distribution. This technology will allow us to deliver highly targeted, dynamic ads directly to voters' desktops, mobile devices, email accounts, or favorite websites. New Journey's technology will allow us to adjust an advertisement in real time to make it even more effective, once a given metric of audience exposure has been reached.

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