

2016 Donor Pitch – Ensuring Victory in November

Jan 4, 2016

Poll & Media Manipulation



The Real History of Data Polling

In 2008 the comparative weakness of John McCain and the extreme messaging discipline imposed by Barack Obama collided by accident with the public emergence of poll-driven data-reporting. This was best embodied in 538's Nate Silver: The public's mind was captured by the image of mathematical wizards able to make uncannily accurate political predictions.

Barack Obama, for his part, saw opportunity. Impressed by the impact polling-aggregation had as a persuader, he quickly turned his Opposition Research team on Silver and, in addition to using campaign funds to pay off Silver's gambling debts, was quickly able to co-opt him.

By the time the 2012 election came, the Obama Victory Lab had put in place the connections and communications necessary to exploit the grip polling had on the American imagination. This infrastructure included control of polling houses, friendly or forced cooperation in the media, and a pair of think-tanks that would design the numbers that would be, through several hands, translated into The Message.

The actual 2012 election was a 2pt Romney Favorite as his internal polling suggested—but so powerful was the ability to modulate public life that the 2012 demographics were actually *shifted* in favor of Obama by a net +5 despite, for example, widespread black dissatisfaction and youth ambivalence to a second Obama term.



The Polling Process

COMMAND:
Determines the battleground states and where resources will be expended

PSYCHOMETRY: A voter-behavioral think-tank creates models of voters so that necessary margins and demographics can move them

STRATEGY: A Math Think-Tank provides the underlying data to feed to polling houses to support the psychology

COVER: Polling Orgs presented as Legitimate appear to conduct polls using STRATEGY's data models

MEDIA: Compliant media releases the polls and provides the voice-over narrative

01
COMMAND

- Internal polling determines real state
- Factbook voter reg file like per state
- Internal database of voters to enhance identifies by battleground



02
PSYCHOMETRY

- Psychology (predict mass behavior)
- Identify levels of issue necessary to demoralize
- Audience "level of negativity" required

03
STRATEGY

- Information necessary deemed
- Own "the math"
- Credible messaging network
- Information
- Upset of being tipped off by via



04
COVER

- Provides credibility and illusion of transparency
- Contracts some on chat polls, may accidentally make money
- Different pollsters apply to different demographics

04.a

- Adopt "Poll (Democrat)"
- Faceted by Nate Silver (Deyal) filter



04.b

- Named after fictional conversation team - Not highly respected
- College Poll "top"
- Search enemy of Quinnipiac
- Considered reputable by journalists for mysterious reasons

04.c

- Named after fictional conversation team - Not highly respected
- College Poll "top"
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04.d

- PROB: Wash
- IPRO/Reuters organization
- Leverages established credibility as news source

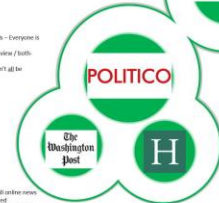
05.a
NEW YORK TIMES

- Well connected
- George Soros paid 250M to make "sound" name
- Have prohibitions for politicians - access

The New York Times

05
MEDIA

- Provides multiple channels - Everyone is using it
- Reaction of many points of view / both sides
- Always suspect: "They can't all be right"



05.b

- Well connected
- George Soros paid 250M to make "sound" name
- Have prohibitions for politicians - access

05.c

- Well connected
- George Soros paid 250M to make "sound" name
- Have prohibitions for politicians - access

05.d

- Supporter they read every of all on-line news
- Jeff Bezos can have you killed
- Conservative sensitive media for Washington Times adding, accidentally, to credibility
- Really between WP and NYT intense

THE WASHINGTON POST

05.c

- Letterly "to the car" for liberty
- Wicks suggests JPM working for free
- Wall "fortified" of America Huffington
- Overprately wants to be read off NYT

HUFFINGTON POST

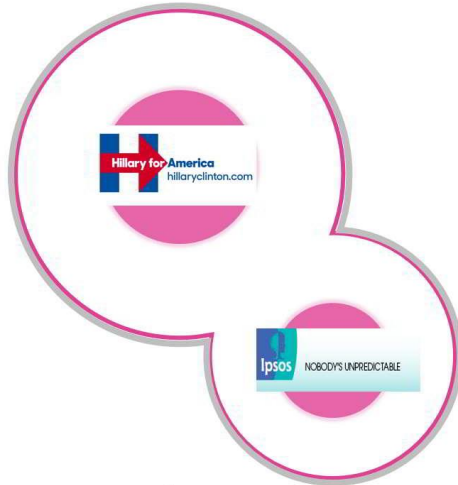


01 - 02 Command & Psychometry

01

COMMAND

- ❑ Internal polling: determines real state
- ❑ Purchases Voter Reg lists (6k+ per state)
- ❑ Internal database of voters to enhance
- ❑ Identifies key battlegrounds



02

PSYCHOMETRY

- ❑ Psychohistory (predict mass behavior)
- ❑ Identify levels of skew necessary to demoralize
- ❑ Analyze 'level of negativity' required

01 COMMAND -- will be the campaign itself. Hillary's strategists will lay out the battle-plan as they see it develop. Communication from Command will be handled personally by Huma Abedin using the encrypted application WhatsApp. The youth-oriented application is well know to her and will misdirect any investigation that presumes the candidate herself is sending messages.

02 IPSOS – “Nobody’s Unpredictable.” Unmatched skill in consumer predictives. Good ‘Working Relationship’ with Reuters.



03 Strategy

03

STRATEGY

- Determines necessary skews.
- Does “the math”
- Controls messaging network
- Enforcement
- Upset at being ripped off by Vox

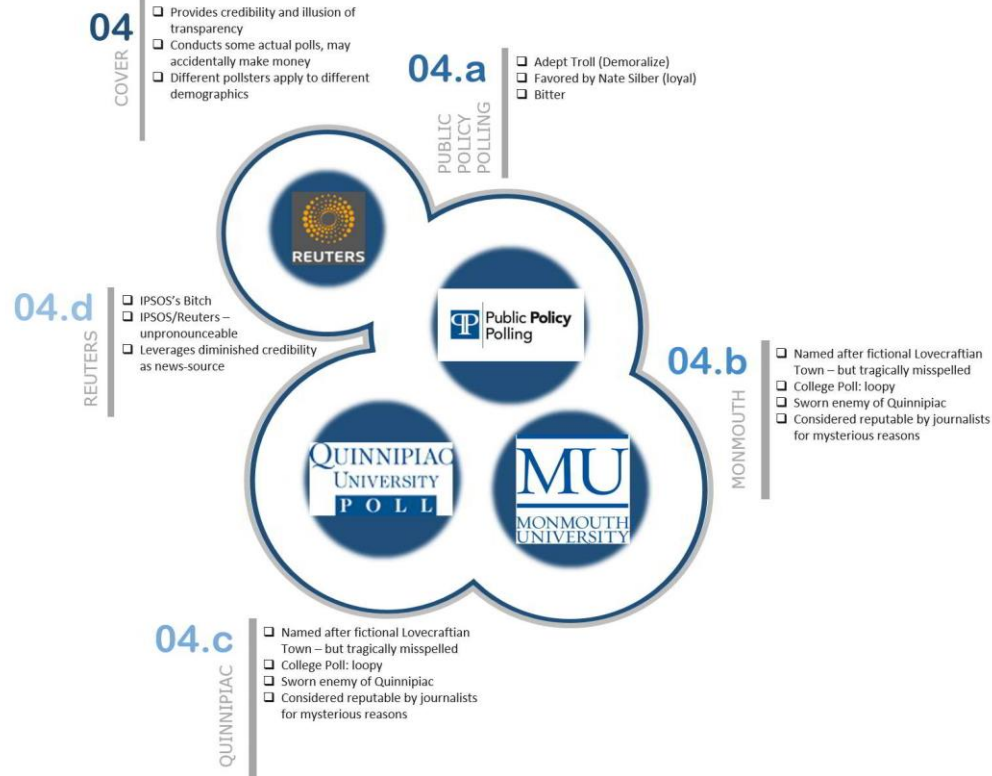


03 STRATEGY – Nate Silver will helm strategy. Being one of the foremost figures in public manipulation via polls (much to the annoyance of those who chase him), he is also known for his rule-by-iron fist and numerous enforcer-contacts borne from years in the Vegas Gambling circuits.

His head enforcer, Harry “Whiz-Kid” Enten is known and feared in the political polling arena for his ruthless pragmatism and intellect.



04 Cover

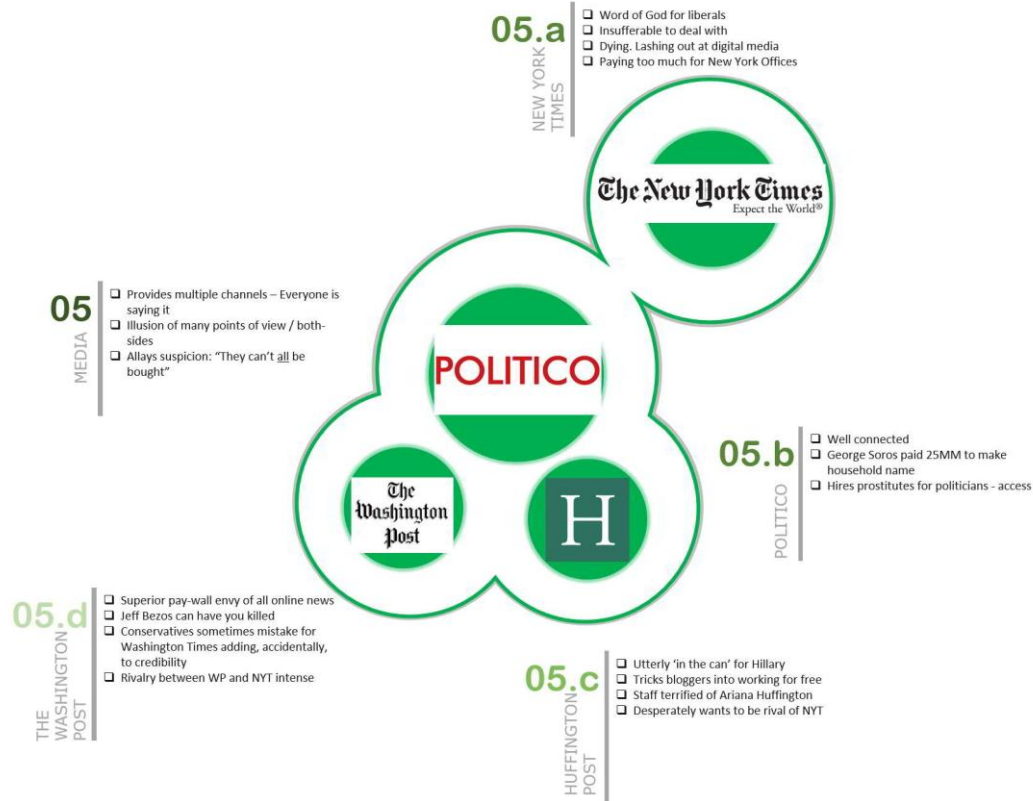


04 COVER – ‘Legitimate polling organizations’ have either been created or compromised (Reuters) to serve our purposes. Especially noteworthy is Public Policy Polling which is unmatched in the Rage-Avalanche disruption pattern.

In the event that token lefty-candidate Sanders catches fire, we may have to keep an eye on the University polling.



04 Media



05 MEDIA – Our stable of media is strong and has great reach / depth penetration with the base. We have had problems in the online space with some of the up-and-comers in the alien-right space.

We also want to do something about BuzzFeed. They are philosophically Marxist but seem to be hard-wedded to a capitalist money-making idea. Their street-level operatives are highly skilled and they are capable of defending themselves from both cyber-intrusion and physical corporate espionage. We also understand they have a mothballed revanche team that will activate in the event of decapitation.

Options to come. We want them.

