

# Re-thinking Political Advertising: The case for actual effective messaging

The Blue Paper Project: a strategic imperative

## STATUS QUO

Political ads as we know them (and hate them), on television and now saturating the internet, are a great example of the same old Democratic Party playbook. They are uninspired, uncreative. The standard approach - a serious but forgettable voice-over making broad generalizations and hyperbolic claims - fails to resonate with a public yearning for more substantive content, and **despite obscene spending by campaigns funded largely by donor interests - these underwhelming political ads do little to inform, persuade, or mobilize voters.**

IMAGINE MORE

What if candidates and campaigns didn't wait for an election cycle, but instead used PSA-style messaging year-round to inform and persuade? Not political ads at all, really, but the Truth, in moving pictures. Ok, so it's unlikely the Dems will be doing something boldly different anytime soon, so what if **We The People** mobilized around video story-telling and **did not wait for the DNC to figure it out? What if we, individuals on social media, ran our own messaging year-round?**

### [ConnectTheDots...our ready-made scripts!](#)

We've created a series of ready-to-record scripts that put into context stories of American history and civic life. Current scripts focus on topics ranging from economics to civil rights, and explain how all these historic, civic events actually touch our everyday lives. Pick one that speaks to you, and hit record! Use your talents, tap into your acting aspirations, use a prop, share with your influence. Record as yourself or anonymously "in character" with costume or filter. Post it! Tag us! More to come - hopefully from you because all script suggestions are welcome!

#### **Production Ideas for skilled video-makers and aspiring pocket editors:**

- **Create** a two-minute movie or mini-documentary that dramatizes the human impact of our country's economic anxiety, inequalities, racial tensions, government corruption.
- **Produce** a series of shareable shorts called "Conversations with America's Most Respected and Compelling Thinkers."
- **Edit** mash-up style videos of clips taken from news hits, town halls, pressers and podcasts, ex:

GAME ON

**Change is gonna come, but pretty sure we will have to show the DNC how it's done.** These narratives would serve as the voice for an electorate deserving both accountability and imagination from its leaders. Political communication would be re-imagined as both art and engagement, and make the case that diversity, equity, and inclusion are not political liabilities - they are moral, strategic strengths and ultimately the bedrock of our nation. We would be reminded that history, even if it doesn't repeat, often rhymes, and we ignore its lessons at our peril. The result would be a democratic strategy that is not only strong in its messaging, but unmistakably and unabashedly forward-looking. A strategy to embrace the issues of everyday people from every corner of our country (except for Nazis, they can fuck right off).

**Your  
Move!**

**Record and share your own ConnectTheDots video!**  
Find scripts and more at:  
[www.socialjusticemedia.com/scripts](http://www.socialjusticemedia.com/scripts).

See sample videos on our YouTube channel:  
[www.youtube.com/@thebluepaperproject](https://www.youtube.com/@thebluepaperproject)

#### **messaging and strategy ground up**

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*Ideas move when people move them!*