

Race-Class Fusion Politics

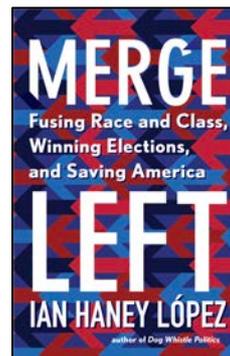
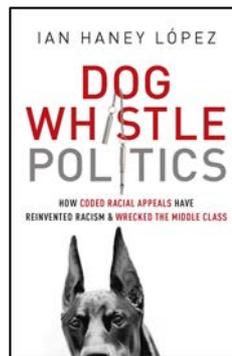
A Paradigm Change for Racism and Movement Building

Florida Comms & Strategy Call

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Ian Haney López

Chief Justice Earl Warren Professor of Public Law
UC Berkeley



Race-Class Fusion Politics is...

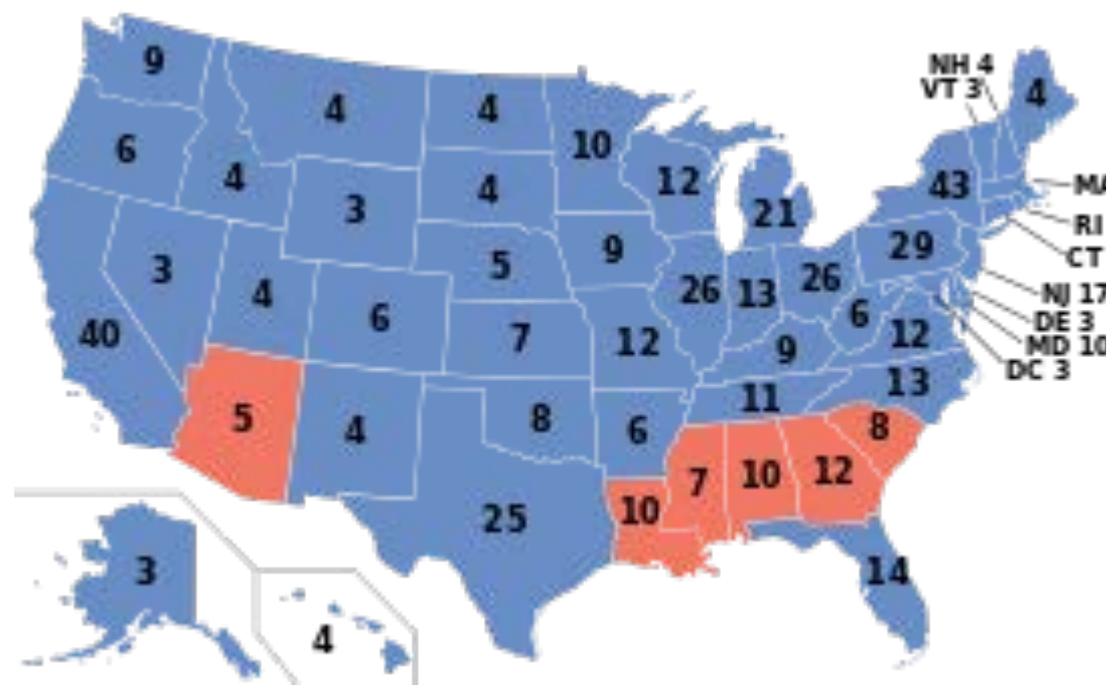
1. Analysis of how we got here
2. Paradigm change
3. Comms strategy



1. How did we get here?!?

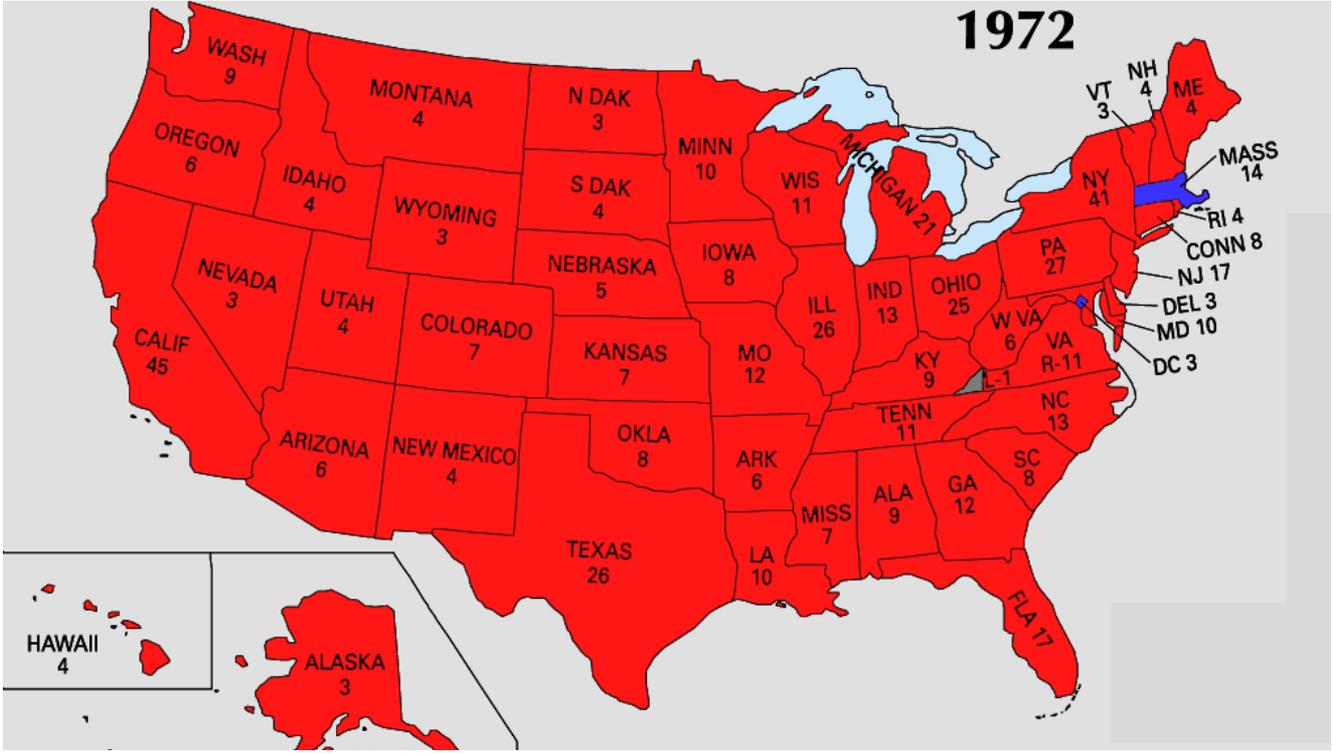


1964 Lyndon Johnson v. Barry Goldwater

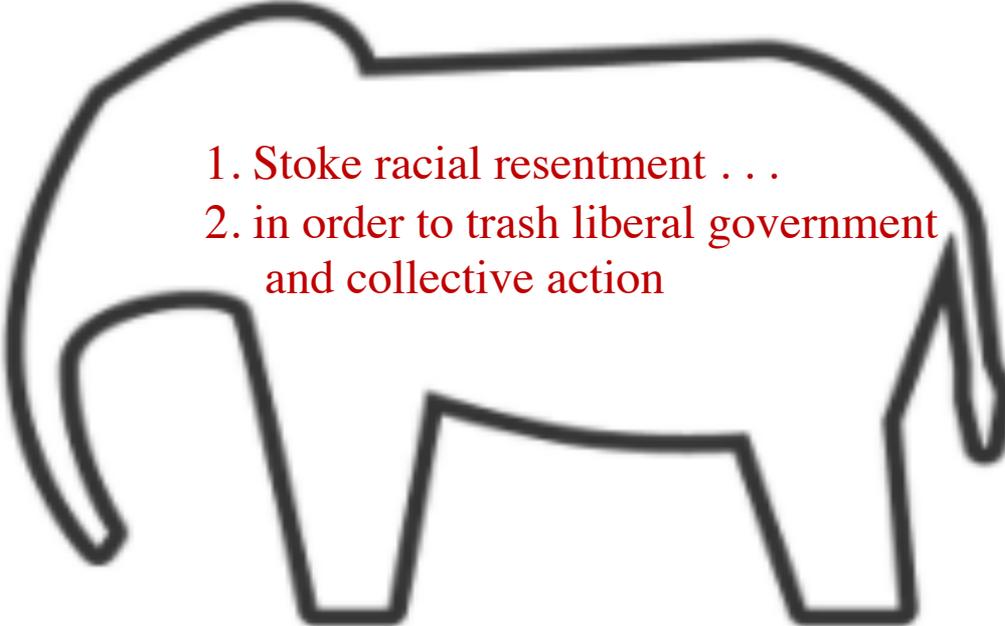


1968



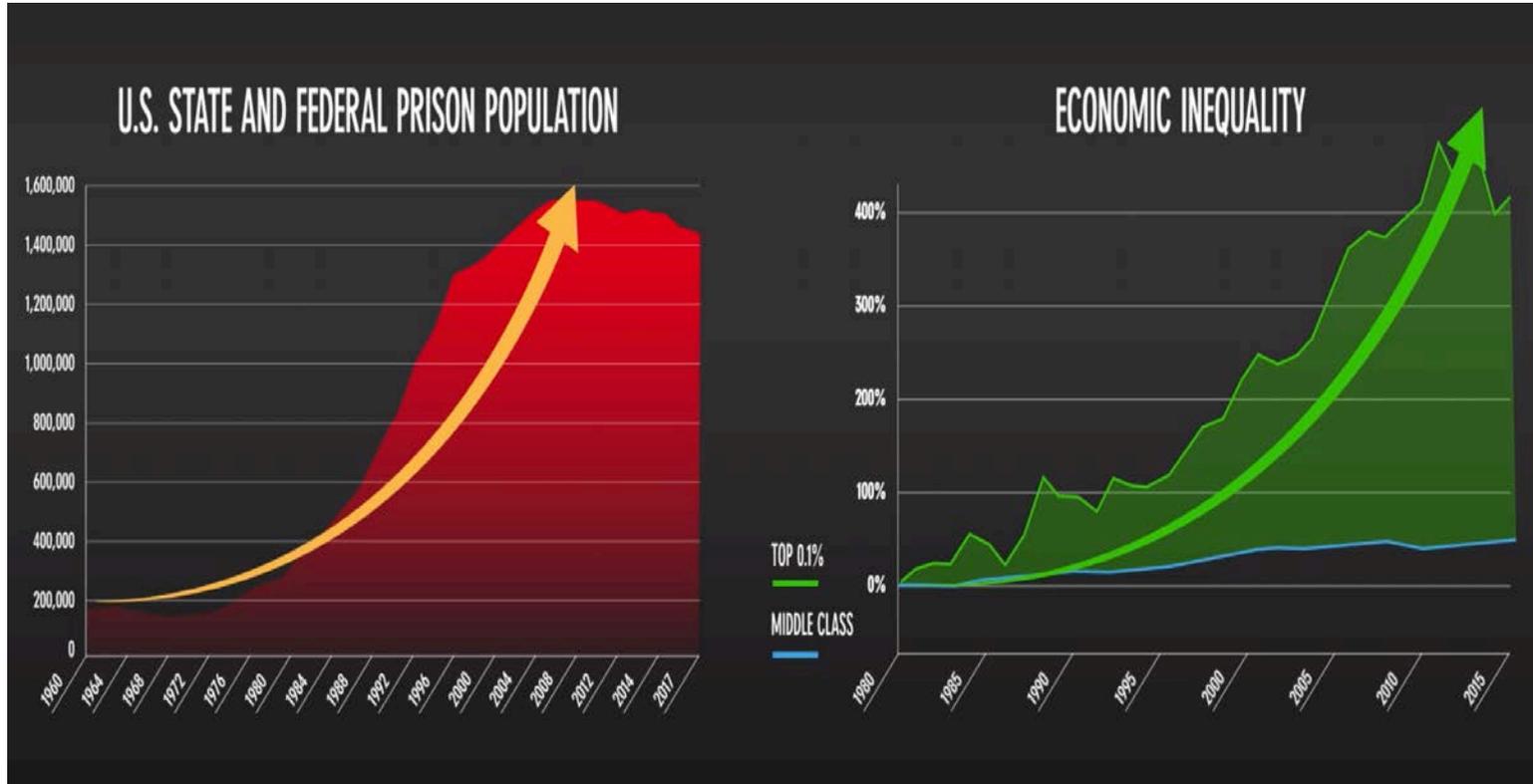


DOG WHISTLE POLITICS
a race & class-war strategy

- 
1. Stoke racial resentment . . .
 2. in order to trash liberal government
and collective action

“
law and order
welfare queen
open borders
CRT in schools

THE WAGES OF DOG WHISTLE POLITICS



2. Paradigm change for racism and movement building





*Liberals give goodies to
lazy/dangerous people
and preach hate!!!!*

Good
economic
policies!

Racial
justice
for
POC!



at root, racism is . . .

White
over
BIPOC
hierarchy

The Dominant Racism Paradigm and Movement Building

YES!



Racial
justice,
though
we lose
most
white
support



at root, racism is . . .

**White
over
BIPOC
hierarchy**



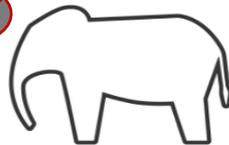
White
support,
even if we
largely
sacrifice
racial
justice

at root, racism is . . .

**Class warfare that
promotes White over
BIPOC hierarchy**

Race-Class Fusion Paradigm and Movement Building

umm



DWP: those
stoking racism
for power and
profit

Racial
justice
requires
defeating
DWP

at root, racism is . . .
**Class warfare that
promotes White over
BIPOC hierarchy**

Economic
populism
requires
defeating
DWP



3. Comms and the Race-Class Narrative



Florida GOP Anti-CRT Message: Unanswered, R+11

This Response: D+1

“ Most of us recognize that teachers in our local schools have been on the front lines of the pandemic, doing their best to help our children thrive.

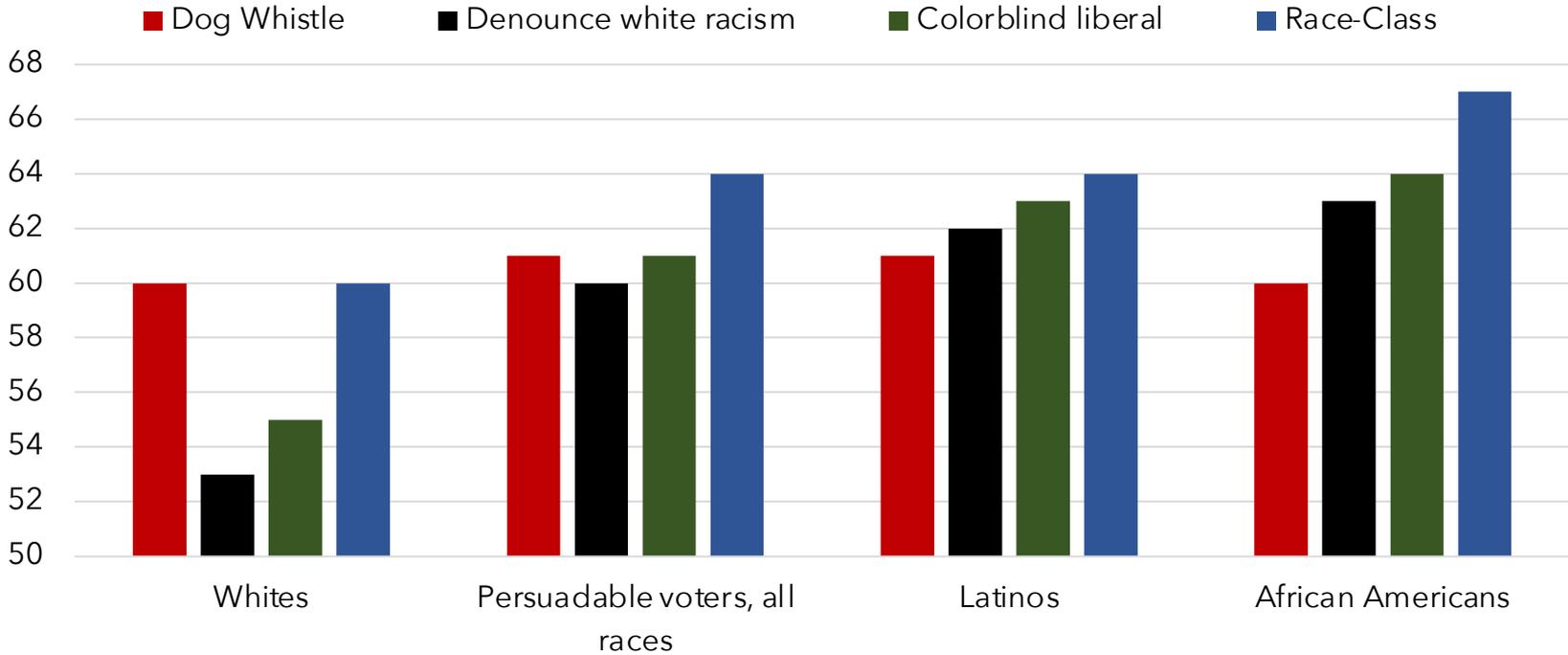
But Ron DeSantis and Republicans want us to believe that somehow our schools, full of teachers who want the best for our children, are actually factories programming students to be racist. He is playing politics with our children to appeal to his extremist base, but we know better.

We know that when we work with teachers and with each other, we can build the schools and the future all of our children deserve.



Shift the threat:
The danger does not
come from people of
color. It comes from
powerful elites pushing
division.

LIBERAL MESSAGES COMPARED TO THE DOG WHISTLE MESSAGE



ProjectJuntos.us. Lead researcher Ian Haney López worked with Lake Research partners Joshua Ulibarri and Celinda Lake, in collaboration with Way to Win. These findings draw from a [July 2020](#) survey of 400 white, 400 African American, and 1,145 Latinx eligible voters in select states (TX, CA, AZ, FL, GA, NC, MI, NV, PA, WI, CO, IA, NM, MN, VA).

ANATOMY OF THE RACE-CLASS FUSION RESPONSE

Immigration Justice

“

Whether it's from another town or another country, most of us move for the same reason—to build a better life for our families.

But especially during COVID-19, certain politicians are insulting immigrants while billions are going to a handful of corporations. The richest 1 percent benefit when politicians blame immigrants for the hard times regular people face.

We need to recognize the contributions of immigrants in our communities and states, and embrace people with the courage to move.

When we come together, we can elect new leaders who will put fairness back into our immigration laws and make this a country that provides a better life for everyone, whether we're Brown, Black, or White.

Start with shared values across lines of division

Point out the real threat: powerful elites sowing division

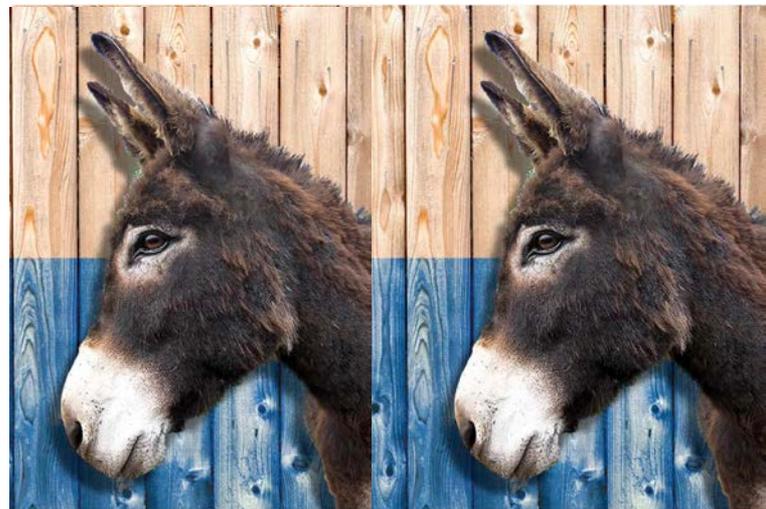
Call for cross-racial solidarity as the basis for building power together

Demand that government work for us all, of every race



*Liberals give goodies to
lazy/dangerous people
and preach hate!!!!*

*They
divide to
conquer. We
unite to
build!*



ANATOMY OF THE OPPOSITION DOG WHISTLE NARRATIVE

“

Our leaders must prioritize keeping us safe and ensuring that hardworking Americans have the freedom to prosper. Leaders who built a strong economy once can do it again after COVID-19.

Taking a second look at China, or illegal immigration from places overrun with drugs and criminal gangs, is just common sense. And so fully funding the police, so our communities are not threatened by people who refuse to follow our laws.

We need to make sure we take care of our own people first, especially the people who politicians have cast aside for too long to cater to whatever special interest groups yell the loudest or riot in the street.

Trust the marketplace

Fear and resent people of color

Hate liberal government

THE STANDARD RACIAL JUSTICE MESSAGE

“ There’s been a horrible explosion of hate in this country. Certain politicians promote xenophobia, racism, and division. And it’s not just their words. It’s their policies, too. We see it in how they rip families apart at the border. And in how the police profile, imprison, and kill Black people, and use excessive force against people marching for justice. Right now, communities of color are suffering the greatest numbers of deaths from COVID-19, but have the least access to affordable, quality health care. To end the racism and reform immigration and policing, we must elect new leaders who truly believe that all of us are created equal and deserve to be treated that way.

THE STANDARD COLORBLIND MESSAGE

“ We had plenty of warning about COVID-19, but certain political leaders were unprepared to act in a crisis. They ignored the science, didn’t make plans, and even failed to tell the truth about simple steps people can take, like wearing a mask. Most families are facing record unemployment, big health risks, and uncertain futures. Meanwhile, a tiny handful of individuals and corporations are getting even richer. We live in the wealthiest country in the history of the world, but COVID-19 illnesses and deaths are worse here than almost anywhere else. We must elect new leaders who have a plan and are ready to build this country back, better.

Florida GOP Anti-CRT Message: R+11

“ The woke left wants to teach kids to hate each other rather than teaching them how to read. But Ron DeSantis and Republicans aren't going to let Democrats poison Florida schools with their nonsense ideology. Spending tax dollars to teach kids Critical Race Theory, which divides kids by race, calling some kids oppressors and others oppressed, is absolutely unacceptable and has no place in Florida schools. What we need is a curriculum based on the actual facts of American history that teaches kids to judge people not on the color of their skin but on the content of their character.

Florida Comms and Research Hub, December 2021