A Cautionary Note for Democratic 2020 Campaign Rhetoric

September 25, 2019

Watching the whistleblower news unfold prompts me to worry about the 2020 election. While I still do not have a preference for the Democratic presidential nominee, I continue to believe the party must avoid rhetorically overplaying additional investigations on impeachment, none of which resonate with voters.

Instead, candidates should concentrate on the states won by Trump in 2016, focusing on issues that matter to voters. Extreme ideological positions, while helpful in winning a nomination, frequently don’t work well in a general election, and could play directly into Trump’s rhetorical strategy.

Democrats should also be assured that Trump’s base is motivated and will vote. Independents, women (especially in the suburbs) and black voters are an essential component of a 2020 Democratic victory.

Let’s not assume that groups who historically don’t, will suddenly vote.

Richard Cherwitz
Austin