**Messaging Overview**

“Guns”

* ”Do Nothing Taddeo” voted against Parkland Family and gun control.
* Targets:
  + Blanket / heavy Annette supporters

Climate Change

* Voted to keep Burning Sugar Fields
* Money from FPL / Big Sugar
* Targets:
  + Lower / Middle Class / Poor Voters / Black Voters

“Black Voters are the Problem”

* “No-Show-Taddeo” doesn’t show up for black voters
  + She said that black voters “bitched and complained with Obama, so why should we expect anything different?” - Jason Henry
    - <https://floridapolitics.com/archives/18379-annette-taddeo-perfectly-represents-the-problem-blacks-have-with-florida-democrats/>
  + Desantis eliminated two black congressional seats.
    - No-Show Taddeo refused to show
* Targets: Black Voters

Desantis Enabler / Women Issues / Republican-lite

* “We’ve got numerous Democratic enablers who help him get to where he wants to go,” he said. “We just dealt with the most hateful, hurtful, harmful, homophobic legislative session we’ve ever had in Florida, and the Democratic caucus was essentially the Republican lite caucus. And we enabled this agenda to hell,” Farmer said.
  + <https://www.sun-sentinel.com/news/politics/fl-ne-gary-farmer-attack-democrats-20220428-6yfg6ijbbbdvbepl35mlpuxdka-story.html>
* “Democratic caucus was essentially the Republican lite caucus,” said former Democratic leader Gary Farmer
  + - Ron Desantis Signed 15 week abortion ban into law on \_\_\_\_\_
* “We’ve got numerous Democratic enablers who help him get to where he wants to go,”
  + If she can’t stand up to Desantis? How will she fight for women in Washington?
* Targets: women

Turns Back on Biden

* “I would not want Biden to campaign for me”
* Targets:
* Likely Voters Age:

Pro-Ken Messaging / Contrast Piece

* West Grove, police oversight, guns off streets
  + Target: Black voters / West Grove
* Champion of living wage, housing, safety
  + Pastor Robinson support / endorsement quote
  + Black veterans quote
* Top issues for Black Voters
  + Education, Economy/Jobs, Gun Reform
* Top Negatives
  + Guns and Sugar Equal
* Targets:
  + Black Voters

**Negative Themes: No-Show-Taddeo**

**Ad 1: Black Voters are the Problem (Black)**

* “No-Show-Taddeo” doesn’t show up for black voters
  + She said that black voters “bitched and complained with Obama, so why should we expect anything different?” - Jason Henry
    - <https://floridapolitics.com/archives/18379-annette-taddeo-perfectly-represents-the-problem-blacks-have-with-florida-democrats/>

**Ad 2: Black Voting Rights (Black)**

* Part 1: Now-Show-Taddeo= Desantis Enabler
  + “We’ve got numerous Democratic enablers who help him get to where he wants to go,” Democratic Leader Gary Farmer
* Part 2: Strip Voting Rights (Black)
  + Desantis eliminated two congressional seats, Annette didn’t show up to vote

**Ad 3: Keeping our Kids Safe (Black/Everyone)**

* No-Show-Taddeo voted against stricter gun laws
* She voted against parkland parents

**Ad 4: No-Show-Taddeo Desantis Enabler (White Women)**

* Ron Desantis Signed 15 week abortion ban into law on \_\_\_\_\_
* “We’ve got numerous Democratic enablers who help him get to where he wants to go,” said Senate Leader Gary Farmer
  + If Senator Taddeo can’t stand up to Desantis? How will she fight for women in Washington?
* We just dealt with the most hateful, hurtful, harmful, homophobic legislative session we’ve ever had in Florida, and the Democratic caucus was essentially the Republican lite caucus. And we enabled this agenda to hell,” Farmer said.

**Positive Themes: Ken Gets Shit Done**

**Ad 5: Ken Gets Sh\*T Don**

* Ken got guns off the streets
* Passed a $15 living wage
* Passed $200m + for Affordable Housing

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