

Message from the Executive Board

Dear Delegates,

I'm fairly certain that as someone following the US elections, you have come across Donald Trump's vision: to "Make America Great Again." It's impossible to defend the GOP nominee's candidacy without staring directly into soul of this phrase. Unlike our opposition, which has thoroughly ran a smear campaign with cynical fear mongering at its heart, Donald Trump chose to run the campaign on real issues that resonate with millions of hardworking, downtrodden and oft-forgotten Americans.

Hillary Clinton's pitch all along has been that she should be voted because she's not Donald Trump. The converse hasn't been true. Donald Trump instead has decided to focus on constructive issues and Hillary Clinton's shambolic record in public life.

Hillary Clinton promises to put more power into the hands of her patrons in Wall Street and Washington DC. Mr. Trump, on the other hand, wishes to "drain the swamps" in DC to make DC work for the country, and not just the elites. While Donald Trump promises to be a President for all the Americans, his opponent dismisses half of them as "deplorables" (Trump supporters) and "basement dwellers" (Sanders supporters).

The word "democracy" comes from the Greek words "demōs" (people) and "kratia" (power). The USA was great because it was democratic: each individual had equal chance of controlling the destiny of the country; the *people* came to a consensus. Somewhere along the line, those with Hillary Clinton's philosophical predispositions decided that power should belong exclusively to participants in the crony incest between corporations and DC – this most

certainly has panned out terribly for the American people regardless of their political affiliations, ethnicity or gender. Donald Trump wants to put power back in the hands of people, and thus reinstate the democracy that made America great earlier. *This* is the ethos of “Make America Great Again.”

This guide will provide you with the tools required to gain a better understanding of how this election should be won. We’ll broadly explore what made Donald Trump the most voted Republican in the primary history; and how we ought to tackle the triumvirate of i) Hillary Clinton’s smear campaign; ii) elites of an oppressive establishment (both Republicans and Democrats); and iii) hopelessly biased news media, which has lost its legitimacy as the Fourth Estate by plunging below even the most commonsensical and lowest threshold of journalistic integrity and impartiality.

I expect you keep up to do date with everything that happens on the trail. Follow Old Media and New Media alike. Don’t be perturbed by tags (like racist, xenophobic, transphobic or some other made up pejorative) that the regressive left uses to subvert honest discussion and your intellectual independence.

Best,

Karan Mamgain and Vasundhara Bakhru

A Brief Note on Donald Trump's Campaign History

On June 16, 2015, as Donald Trump walked down from an escalator at Trump Tower in downtown Manhattan, history was about to be made. That day Donald Trump announced his candidacy for the President of the United States. Though, he was standing as a Republican, the party was merely a platform for him to begin a major political movement that would wage a war on corrupt establishment that had failed the American citizenry.

Donald Trump's campaign raised drastically new issues that his opponents on either side of the aisle dare not bring up. In the Democratic primaries, Bernie Sanders was rousing a similar movement with the goal of shattering the Establishment, though Sanders and Trump vary drastically on policy. Donald Trump's candidacy began on a few key foundational elements:

1. A rebuke of poor trade deals that have annihilated the American middle-class by shipping out, en masse, the labor-intensive manufacturing jobs that were the backbone the Ordinary American.
2. A stance against ceding control to globalist collectivism. "We will no longer surrender this country or its people to the false song of globalism... The nation state remains the true foundation for happiness and harmony."
3. Stronger laws against illegal immigration, which is slowly hollowing out America's social fabric and coffers
4. Recognition that Radical Islam is an eminent threat that may amplify with a mindless acceptance of inadequately vetted individuals from the Middle East.

5. Policies against the corrupting influence of corporate cronies in the Washington DC – where people with obvious conflicts of interest get in position to of power to liaison between corporate entities and the government.

We presented Donald Trump's major themes through this campaign, and that by no means whatsoever is an exhaustive list of his policy agenda. Given our opposition has run her campaign not on policy substance or direction, but merely character attacks on Donald Trump; we do recognize that responses have to be pointed and proportionate. In that regard, I do believe that maintaining a no holds barred approach is the right direction in our campaign's discussions. Let us not forget that we as a group are *already* sold on the fact that Donald Trump is the candidate that the USA needs. Our discussion has to be centered on this question: how do we make Donald Trump the President?

As mentioned previously, Donald Trump isn't only facing an uphill battle against his flailing Democratic opponent, but also a nebulous-sounding "establishment" and the News Media. I'd like to dissect either one of these three.

Firstly, in a massive contrast to Donald Trump's own substantive positions, Hillary Clinton insists on extending the policies and rhetoric that have:

1. Doubled the US's debt in a mere eight year period;
2. Directly led to the expansion of ISIS as a global terrorist organization with a footprint in 32 countries
3. Decimated the middle class
4. Normalized a illiberal culture of political correctness
5. Led to the subversion of capitalist creativity in favor of corporatist rent-seeking

Hillary Clinton's record of thirty years in office has been plagued with various scandals – both, those with merit and without. Though her “scandals” from her days as the FLOTUS were allegations made in poor taste, her record, as the Secretary of State has been truly egregious. Hillary Clinton's hawkish foreign policy put the US into conflicts in Libya and Syria, destabilizing both of the regions. One of the most contentious elements of her tenure as the Secretary was the attack on the American embassy in Benghazi when four American diplomats lost their lives under her watch. Further, we is also swamped in FBI's investigations for i) her deleted e-mails; and ii) potential pay-to-play situations that interacted with her controversial philanthropic venture, viz. the Clinton Foundation.

The second prong of Trump's opposition comes from the “establishment.” The aforementioned word sounds like a facile buzzword until one adequately contextualizes the vices of Washington DC. Regardless of whether Republicans have been in power or the Democrats, the policy decisions have perpetually been made by a select few keeping in mind the benefits of those at the top of the economic strata. Donald Trump does not represent Republicanism; he represents the concerns of the common American and this also enrages a set of Republicans we have now come to know as NeverTrump-ers. This group of individuals (John Kasich, Meg Whitman, Mitt Romney, et al) represents the fear that Donald Trump has created even amongst those with the same political affiliation. Though this group of individuals has been out of touch with the common man's concern for decades, they still command a fair bit of cultural cachet, media attention and capital.

The third entity that Donald Trump must defeat to win this election has been the News Media. They have not only taken a pro-Clinton side, but instead have resorted to outright, unsubstantial hoaxing against Trump and his campaign. The news media have also continuously downplayed Clinton's troubles – those with the e-mail server, Wikileaks revelations, Clinton Foundation, etc. The woman President Obama presently calls the “most qualified candidate ever” is buried in three independent, ongoing FBI investigations. Media have gone as far as explicitly colluding with the Clinton campaign to give her an advantage in terms of the relative positive coverage she's received.

The reason why Donald Trump has began a movement can be attributed exclusively to his ability to connect with a large number of citizens who are effectively disenfranchised, given the establishment from neither parties actually represent their concerns. Over the course of our committee discussions, I'd welcome you to discuss the following questions (in no particular order):

- To what extent is Donald Trump's support borne out of vilification of his opponent versus promotion of his own substantive positions?
- What positions can Donald Trump soften or “pivot” on without suppressing his core voter base? And why so?
- To what extent can Donald Trump wage a war on the Republican establishment without alienating his core voter base?
- How can the Trump campaign effectively deal with Hillary Clinton's attempts at character assassination on Donald Trump?
- How can the campaign turn back to offense against Clinton? What is the most effective way to highlight Clinton's indiscretions – via focusing on her character or ripping apart on her policy (an extension of Obama's)?

- What is the electoral path of least resistance for Trump?
 - Which one of Clinton’s “firewall” states is most likely to fall in Trump’s side?
 - A major strategic question is whether Donald Trump should double down his support on Trump-leaning purple states (like Florida, Ohio, Iowa, etc.); or whether he should try to increase his odds of winning in Clinton-leaning purple states (like Michigan, Wisconsin, Pennsylvania, Virginia, etc.) Both the strategies have unique merits and demerits which can be discussed at length
- As we close in toward the elections and Donald Trump trails the polls, what can we as a campaign do to court in the fence sitters or undecided voters? Who are these people and what challenges do they present?
- Lastly, what is Hillary Clinton’s strategy to defeat Trump? What are the themes of her attack, and how to effectively handle those?

You’re expected to think hard about all these questions and ensure that a constructive discussion revolves around to the aforementioned questions to help our candidate’s push toward the White House. These questions are by no means exhaustive, but provide a sufficient starting point to a campaign’s discussion.

This election cycle also presents us with a unique challenging on fairly informing ourselves about the facts. Traditional “fact-checking” websites like Politifact and Snopes have taken their “editorial bent” to a whole new level, where they display explicit bias in their conclusions. The News Media has colluded with the Clinton campaign (as John Podesta’s email leaks show us) to hide the Democratic candidate’s faults. By no means do I argue that pro-Trump (or other conservative websites) present a fair view, we need to acknowledge

that this polarized election has also crippled media's supposed impartiality. In order to understand the true scenario, you cannot merely rely on a handful of popular websites; you should be looking at the entire spectrum of news media to get a relatively balanced coverage of the elections and the surrounding events.

My recommendations for the resources you should you explore:

On the pro-Clinton coverage look at

- CNN, MSNBC and NBC – for cable media
- New York Times, Washington Post, Vox, Huffington Post – for newspapers and online news outlets
- The Economist, New Yorker – for prominent magazines

On the pro-Trump coverage

- Fox News – for cable media
- Drudge Report, Breitbart News and Washington Times – for newspapers and online outlets
- Twitter feeds of Paul Joseph Watson, Mike Cernovich and Stefan Molyneux

Anti-Clinton but *not* pro-Trump resources

- Dailywire, Dailycaller, and TheHill– for online outlets ran by Never Trump crowd
- The documentary/movie “Clinton Cash” and “Hillary’s America” – about Hillary Clinton’s indiscretions during her tenure as the Secretary of state
- The documentary, “Project Veritas” which in real time shows the corruptions within DNC

As I previously mentioned, there are no impartial sources out there and one would be extremely (and dangerously) naïve to think so. However, between different sources with explicit biases, we have a better chance of inching toward a factual picture rather than relying exclusively on a single source. In order to assess our present chances we look at a broad variety of methodical prediction services: PredictWise (aggregation of betting markets), FiveThirtyEight (poll-based prediction) and RealClearPolitics (poll aggregation).

We commence this committee with the single-minded goal of making Donald J. Trump the President of the United States of America. There are no limits to your creativity and imagination as far as you can link it back to an effect on Trump's number versus Clinton's.

In words of Donald Trump, "let's do it, folks."

Mike Pence - Michael Richard "Mike" Pence is the nominee of his party for Vice President of the United States in the 2016 election.

Graduated from Hanover College and earned a law degree from the McKinney School of Law.

In 2012 Pence was elected the 50th Governor of Indiana. He successfully advocated the largest tax cut in Indiana's history, pushed for more funding for education initiatives, and continued to grow the state's budget surplus. However, he also stirred several controversies signing the Religious Freedom Restoration Act, abortion bills,

In the midst of his re-election campaign for governor, Pence dropped out in July 2016 to become the vice presidential running mate for Republican presidential nominee.

Michael Glassner - Michael Glassner is the deputy campaign manager for Donald Trump's 2016 presidential campaign and the president of his own consulting firm, C&M Transcontinental. Glassner is known for his experience in Jewish voter relations and for his time as an aide to former Alaska Gov. Sarah Palin also adding to his experience is that Glassner was a longtime aide to former Sen. Bob Dole (R-Kan.) and advised former President George W. Bush's (R) 2000 presidential campaign.

He was a top advisor to Sarah Palin during her vice presidential campaign and served as the chief of staff of her political action committee after the election.

He has previously worked as chief of staff to Lewis Eisenberg, chair of the Port Authority of New York and New Jersey, and was a staff member at the American Israel Public Affairs Committee (AIPAC).

Jim Murphy – Jim Murphy is the national political director for Donald Trump's 2016 presidential campaign. On October 20, Murphy took "a step back" from the campaign for personal reasons but did not resign. A longtime lobbyist he spent 10 years with DCI Group, a Washington, D.C. lobbying firm, first as a managing partner and then as the organization's president. While at the firm, he focused on managing grassroots coalitions.

Murphy was a staffer for Bob Dole's (R) presidential runs in both 1988 and 1996. D.C. Murphy is also the president of JLM Consulting.

John Mashburn – Josh Mashburn is the policy director for Donald Trump's 2016 presidential campaign. Mashburn has worked on Capitol Hill on and off as counsel and as an aide since 1987.

His experience includes working with Republicans Jesse Helms (N.C.), Trent Lott (Miss.), John Ashcroft (Mo.), and Tom Delay (Texas). He is widely regarded as a strong pro-life policy strategist.

Barry Bennett – Barry Barnett is an advisor for Donald Trump's 2016 presidential campaign. Bennett's chief role was to lead delegate strategy ahead of the Republican National Convention. A longtime Republican strategist, Bennett is best known for his work in Ohio with Sen. Rob Portman and Rep. Jean Schmidt. He previously managed Ben Carson's 2016 presidential campaign before resigning over differences with Carson's business manager, Armstrong Williams.

His long career in politics includes work for Sen. Rob Portman (R-Ohio) and Rep. Jean Schmidt(R-Ohio). He directs BKM Strategies and is a partner of Vox Populi Polling.

Daniel Scavino Jr. – Daniel Scavino Jr. is the director of social media for Donald Trump's 2016 presidential campaign. He founded and directs Scavino and Associates, a social media management company.

Scavino is in charge of managing the social media messaging from the Trump campaign, including campaign photos and videos uploaded to Twitter.

A graduate of Plattsburgh State University, he worked for the Trump Organization's golf division in a few capacities, most recently as the executive vice president and general manager of Trump National Golf Club.

Hope Hicks – Hope Hicks is the communications director for Donald Trump's 2016 presidential campaign. Hicks directs official messaging and press releases for the campaign and is known for keeping a low profile.

She moved to the Trump Organization in 2014 as a public relations consultant for Trump's daughter, Ivanka.

Previously, Hicks worked as a public relations consultant with Hiltzik Strategies, where she first connected with Ivanka Trump.

Justin McConney – Justin McConney is the director of new media for the Trump Organization and is the person credited with introducing Donald Trump to social media. His major campaign development for the 2016 cycle was the 15-second Instagram ads that Trump became known for using during his presidential

campaign. He has worked with Trump since 2011 making his client organisation social media savvy.

Katrina Pierson – Katrina Pierson is the national spokesperson for Donald Trump's 2016 presidential campaign. She initially came into the national political spotlight as a tea party activist in Texas and subsequently worked for the Tea Party Leadership Fund PAC, an organization that advocated for Trey Gowdy to be elected Speaker of the House in 2015. Pierson handles the media appearances for Trump's campaign and is a frequent commentator on cable news programs. Pierson was a 2014 Republican candidate who sought election to the U.S. House to represent the 32nd Congressional District of Texas.

Sam Clovis – Sam Clovis is the co-chair and policy advisor for 2016 Donald Trump's 2016 presidential campaign. He is responsible for crafting policy and explaining it in media appearances for the campaign. Clovis is a tenured professor of economics at Morningside College and a tea-party activist who served as fourth district chair for the 2012 Republican convention. Earlier in the 2016 cycle, he worked as director for Rick Perry's presidential campaign. He left Perry's campaign in August 2015.

He hosted the conservative radio show "Impact With Sam Clovis" on KSCJ-AM. In 2014, Clovis ran for the Republican nomination for U.S. Senate in Iowa and then as state treasurer.

Joseph Schmitz – Joseph Schmitz is a foreign policy advisor for Donald Trump's 2016 presidential campaign. He previously worked in a variety of roles,

including inspector general of the Department of Defense, chief operating officer and general counsel to The Prince Group, and managing director (WDC) at Freeh Group International. Schmitz is currently a partner at the law firm of Schmitz & Socarras LLP

Walid Phares – Walid Phares is a Washington, D.C.-based foreign policy specialist. He works for Fox News as a Middle East and terrorism expert. Phares also teaches in academia as well as publishes on the subject of foreign policy. In mid-March 2016, Republican presidential candidate Donald Trump announced that Phares was a member of Trump's foreign policy team. Previously, Phares had served as 2012 Republican presidential candidate Mitt Romney's national security advisor.

Karen Giorno - Karen Giorno, of the Trump campaign in Florida, joined the national team as a senior advisor and Florida chief strategist in October initially as state director and then took over the southeast region role. Her national role will include developing and executing the general election strategy for Florida, and working with the national political director. Karen is a Political and External Affairs consultant with 25 years experience in political communications, public relations & Issue Advocacy, organizational management, and presidential advance operations.

Ivanka Trump – Ivanka Trump is Donald Trump's daughter and a VP at the Trump Organizations. Ivanka, along with her husband, has continued to have a surprisingly large role Trump's Presidential campaign.

Ivanka Trump's focus with the campaign has been to propose policy to draw more women to vote for Trump. She was instrumental in rolling out the paid maternity leave plan and child-care credits for Trump's campaign, which created a break from Republican tradition of opposing the aforementioned policies.