



**newrepublican.org**

Freedom is *always* a new idea.

Jan. 2015

# GOP Hits a 20 Year Low

**Q:** Would you say your overall opinion of the Republican Party is  
favorable or unfavorable?

HART/McINTURFF  
December 2014

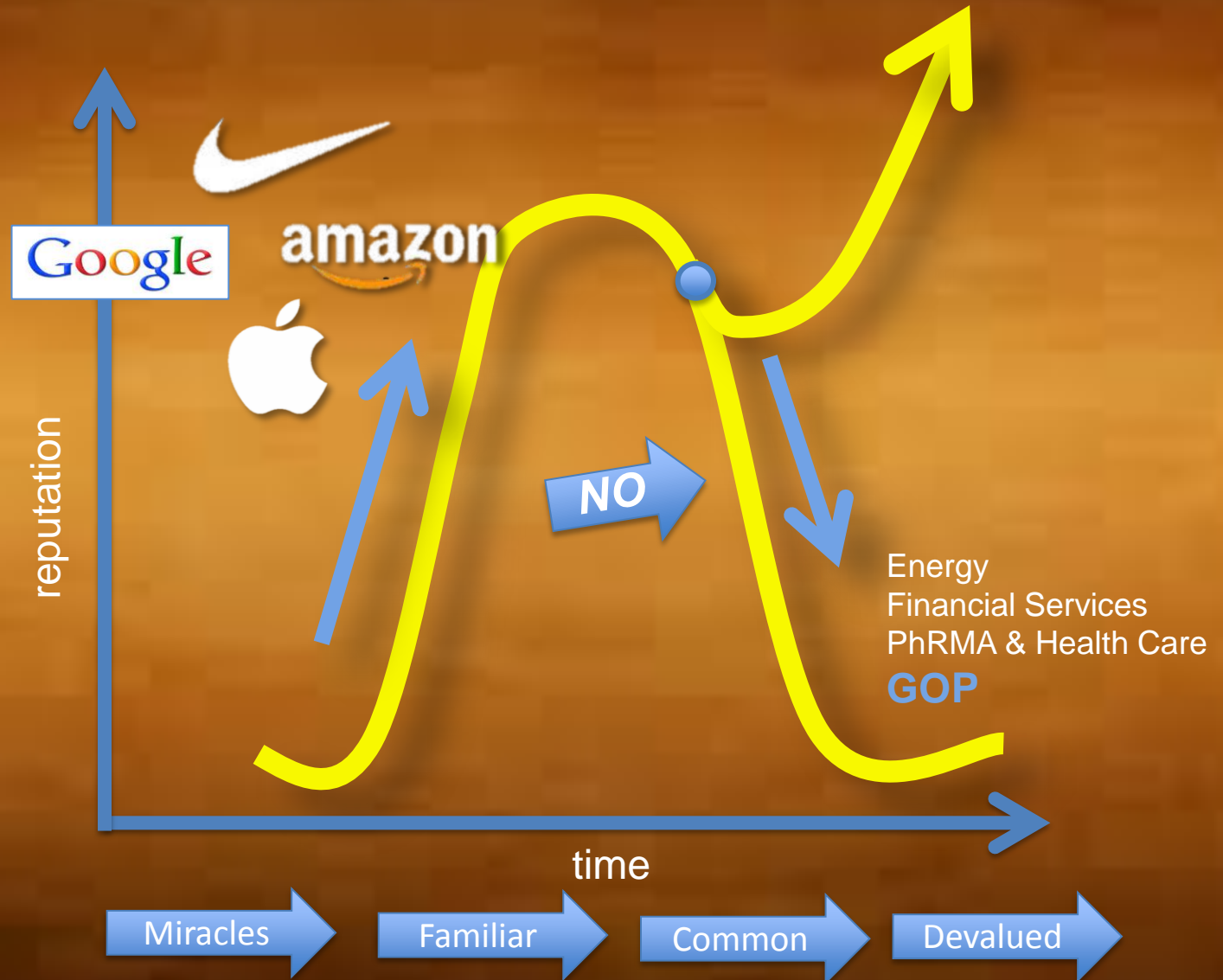
Study #141617 -- page 10  
NBC News/Wall Street Journal Survey

## SUMMARY TABLE OF IMAGES – BY D/S (POSITIVE – NEGATIVE)

|   | TOTAL<br>POSITIVE | TOTAL<br>NEGATIVE | D/S |
|---|-------------------|-------------------|-----|
| The Federal Bureau of Investigation, or FBI ..... | 42                | 16                | 26  |
| The Central Intelligence Agency, or CIA .....     | 34                | 26                | 8   |
| Barack Obama .....                                | 45                | 44                | 1   |
| The Democratic Party .....                        | 37                | 39                | -2  |
| The Republican Party.....                         | 30                | 45                | -15 |
| The Tea Party Movement.....                       | 18                | 43                | -25 |

Source: Pew Research Center

# Map of America





# Renewal vs. Austerity



# 2015-2016 DEBATE

**MORE**




**NO**

*Are GOP principles good for more than saying "NO"?*



# Our Mission



“Conservatives have a gift  
for re-expressing their principles  
to fit the times.”

Edmund Burke

Quoted by Russell Kirk  
In “The Conservative Mind

# Why Do Democrats Think the Way They Do?

## The Past vs. The Future

They're products of a time gone by:  
**Engineers of the Industrial Age.**

Their model for governing is **social engineering**: the old, closed, top-down, factory assembly line.

Problem: We are leaving that old world.

Entering new, bottom-up information-age world.

Complex ecosystems and adaptive agents require **open society**, work naturally, bottom-up.  
**open = freedom.**



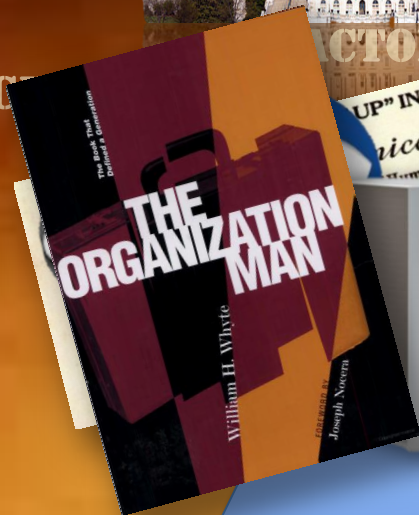


TOP-DOWN

INFLEXIBLE  
CONTROL

UNCARING

Model-T Government:  
*Democrats still demand  
old, factory style,  
top down, inflexible,  
standardized, closed*



UNIFORMED

*The world has changed,  
but our old government hasn't!  
Stuck in the age of standardization.*

CARING

NEW

OPEN

*In today's world, old doesn't work!  
Decisions must be made  
where information & knowledge live.*

DIVERSE

RESPONSIVE

DYNAMIC

COM-  
MUNITY



Today's world demands **open**  
**bottom-up, responsive** ways  
of meeting the challenges  
of adaptive agents & a complex economy.

FREEDOM

INFORMED

*Those are GOP principles!  
That's what we believe!*



# So what is **true** in this **new** world?

3 ways to re-express GOP principles

## 1. Hyper-connected world



## 2. Ecosystem of Adaptive Living Organisms



## 3. Human Rights & Self-fulfillment



# 2015-2016 DEBATE

Old Dem



status quo  
anti-governing  
enablers of chaos



organic, bottom-up growth  
open, natural solutions  
efficient, effective, accountable  
govt

**New GOP**

# 2015 Battle #1:

*“We need to start growing America's economy instead of Washington's economy.”*

*If there is only one battle we want to pick with Democrats for 2015, this is it!*

- 1. new vs. old*
- 2. bottom-up vs. top-down*
- 3. open vs. closed*
- 4. natural, organic and healthy growth vs. political and artificial*



**Now I'm going to read you some phrases. For each please tell me which candidate you think it most applies to, Cory Gardner or Mark Udall?**

| <b>Colorado</b>   |              | <b>Cory<br/>Gardner</b> | <b>Mark<br/>Udall</b> | <b>Both</b> | <b>Neither</b> | <b>DK/R</b> |
|---|--------------|-------------------------|-----------------------|-------------|----------------|-------------|
| <b>Believes in growing our economy naturally, bottom up from Colorado, not top-down, from Washington.</b>       | <b>Total</b> | <b>53%</b>              | <b>32%</b>            | <b>4%</b>   | <b>4%</b>      | <b>8%</b>   |
|   | <b>INDs</b>  | <b>53%</b>              | <b>25%</b>            | <b>6%</b>   | <b>8%</b>      | <b>9%</b>   |
| <b>Stands for outdated, top-down Washington solutions that no longer help solve Colorado's problems.</b>        | <b>Total</b> | <b>30%</b>              | <b>46%</b>            | <b>4%</b>   | <b>11%</b>     | <b>9%</b>   |
|   | <b>INDs</b>  | <b>24%</b>              | <b>45%</b>            | <b>4%</b>   | <b>19%</b>     | <b>8%</b>   |
| <b>Is an optimistic leader with fresh ideas for our future.</b>   | <b>Total</b> | <b>50%</b>              | <b>28%</b>            | <b>3%</b>   | <b>11%</b>     | <b>7%</b>   |
|   | <b>INDs</b>  | <b>39%</b>              | <b>27%</b>            | <b>5%</b>   | <b>21%</b>     | <b>8%</b>   |
| <b>Believes in a closed economy where Washington puts political and artificial limits on our opportunities.</b> | <b>Total</b> | <b>25%</b>              | <b>43%</b>            | <b>2%</b>   | <b>16%</b>     | <b>14%</b>  |
|   | <b>INDs</b>  | <b>19%</b>              | <b>35%</b>            | <b>6%</b>   | <b>27%</b>     | <b>13%</b>  |
| <b>Understands the issues and concerns facing most women voters.</b>  | <b>Total</b> | <b>34%</b>              | <b>45%</b>            | <b>2%</b>   | <b>9%</b>      | <b>10%</b>  |
|   | <b>INDs</b>  | <b>28%</b>              | <b>43%</b>            | <b>3%</b>   | <b>15%</b>     | <b>12%</b>  |
| <b>Supports policies that are not in the best interest of women.</b>  | <b>Total</b> | <b>42%</b>              | <b>33%</b>            | <b>3%</b>   | <b>9%</b>      | <b>12%</b>  |
|   | <b>INDs</b>  | <b>43%</b>              | <b>24%</b>            | <b>4%</b>   | <b>17%</b>     | <b>12%</b>  |

Now I would like to read several statements that might be made by a candidate for public office. For each one, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that statement. If you don't understand what the statement means, just say so:

!

Ranked By "Strongly Agree" Among All Voters

Every child should have equal  
opportunity to get a great education

Total


85% Ind

88%

Rep

83%





*At the most critical moment of your life...  
do you want an open health care system or a closed one?  
Decisions about your health made naturally and bottom-up  
between you and your doctor?  
Or top-down, politically and artificially  
by Washington bureaucrats and politicians?*



# If we re-express GOP principles, they work and win!

Old Democrats

vs.

New

**GOP**

## DECISIONS

### *ENGINEERING & REGULATION MODEL*

old, failed, liberal  
top-down solutions

- old, primitive, tired
- top-down
- closed, zoned
- distant, far away
- cold, factory-like
- political, artificial
- unfair common man
- elite, privileged
- requires toeing the line, standardization & conformity

**VS.**

ever-fresh conservative  
principles that work

- **new**, next, fresh
- bottom-up
- **open**
- local, personal
- warm, **natural**
- **organic**, authentic
- fair to all
- equal-opportunity
- offers innovation  
freedom of  
choice & diversity

### *ECOSYSTEM & INCENTIVE MODEL*

## INFORMATION

## DECISIONS & INFORMATION



“If you think every parent should have the right to choose the best school for their kids, or believe we should **grow our economy bottom-up, not top-down** from Washington, **you are thinking like a New Republican.**”

**Jeb Bush**

“We believe in **an open economy** and free market, **not a closed economy** controlled by bureaucrats....and then **there's the natural way to grow an economy**, where you get to keep more of your money.”

**John Kasich**



A medium shot of Governor Bobby Jindal, a man with dark hair, wearing a dark suit, white shirt, and a red, white, and blue striped tie. He is looking slightly to his right with a serious expression. The background is a blurred studio setting with a sign that reads 'MEET THE PRESS'.

“The problem with Affordable Care Act and Obamacare is that it chooses **a top-down, closed approach** where the government is running your healthcare.”

**Gov. Bobby Jindal**

**Meet the Press, Nov. 16, 2014**





**"We** offer a fresh approach... a much better alternative to the **old tired top-down approach** you see now out of Washington, DC.  
**"We need something fresh, organic,**  
**from the bottom up** and that's what you get from the states."

**Gov. Scott Walker**  
**Meet the Press, Nov. 09, 2014**

Republican Leadership  
Press Conference  
September 9, 2014



"They're seeing bureaucrats in Washington, D.C. grow a **top-down economy** with **outdated** regulations, taxes, and mandates that fails to deliver what it promises. We are advancing solutions **to grow our local economies from the bottom up** with more good-paying jobs to bring people greater opportunities." Cathy McMorris Rodgers (R)





**Cory Gardner**

Final US Senate Debate, 2014

"What **being a New Republican** is about is making sure that we are for solutions, that we are for ideas, that we put possibilities before the American people to address the challenges that we face."





**CRNC & NewRepublican  
Field Training**



**Alex Smith  
College Republicans**

let's do it  
**naturally**  
(ECONOMIC GROWTH)

**"Young people are for  
natural, organic,  
bottom-up  
growth. They're not  
for a top-down,  
stimulus driven,  
artificial approach."**



**“The challenge for conservatives is always how to apply timeless American principles to novel American challenges, and how to help the public understand just what we have to offer.**

**A growing number of conservatives are taking on that challenge now, but nowhere is the latter part of it, the crucial task of addressing a modernized conservatism to an anxious public—  
in better hands than at newrepublican.**

***The language of the next conservative ascendancy is being born there.”***

**Yuval Levin**

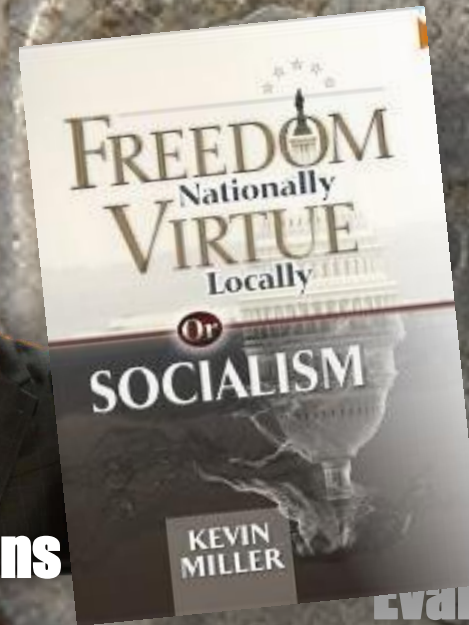
**Nov. 10, 2014**



# Cultural Populism: Freedom Nationally, **Values Locally**

The GOP must be faithful  
to its principles: We must be  
**anti-big, old,  
top-down government**  
*even and especially*  
**on social-  
conservative issues.**

**Libertarians**



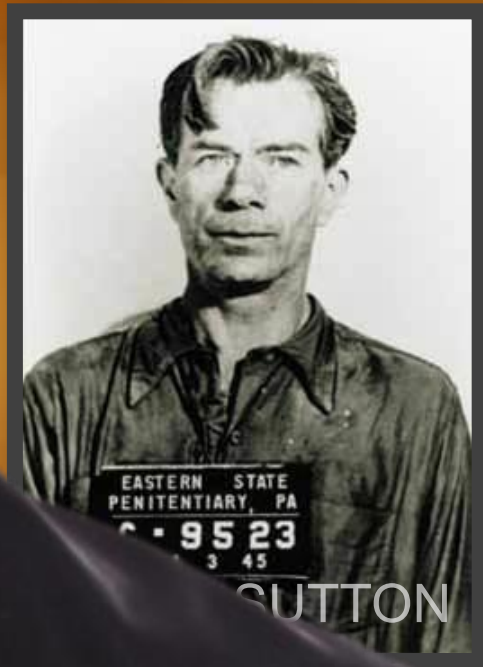
**Evangelicals**

render unto Caesar  
what is Caesar's



**Economic Populism:  
The Party of “Equal Economic Opportunity”  
Can’t Favor Elite or “Big Biz”**

We can’t be the party that  
expands the privileges of  
the privileged class.





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