



Eagle Council 54

Saturday, 9/26/26

4:45 pm

Speaker: Timothy C. Daughtry, Ph.D. — After an early career in clinical psychology, Dr. Daughtry spent the last twenty years consulting with businesses in the field of leadership and organizational development.

In addition to consulting with businesses all across the country, Dr. Daughtry is also a conservative writer and speaker with a long history in Republican politics. He has been a guest on Fox and Friends and on shows hosted by Phyllis Schlafly, Steve Bannon, Dennis Miller, Ginni Thomas, Monica Crowley, Jason Lewis, J.D. Hayworth, Steve Deace, and others.

His opinion pieces have appeared in many conservative outlets such as Breitbart, The Blaze, The Washington Times, Townhall, American Thinker, Republican Woman, Capital Research Center Magazine, Whistleblower, and a publication of the Trump White House called West Wing Reads. He speaks to Republican and grassroots conservative groups all over the country about the psychological underpinnings of the left's strategy and tactics and how to make a more effective moral case for conservative ideas. He has advised Republican officials, candidates, and speech writers at the local, state, and national levels.

Daughtry is co-author of *Waking the Sleeping Giant: How Mainstream Americans Can Beat Liberals at Their Own Game*.

Title: *Midterm Messaging: Winning the Battle for America's Unconscious Mind*

Outline:

- Political arguments are always about a civic means to a moral end.
- For over 100 years the left has engaged in a “long march through the cultural institutions” to deconstruct the Judeo-Christian moral worldview on which our Republic was founded and still depends and to replace it with a worldview more suited to their radical political agenda.
- As a result of the dangerous caricature of conservative beliefs, the far left is emboldened to use more authoritarian means to suppress disagreement with their agenda. And we cannot assume that voters understand the moral grounding of our political policies.
- We can improve the power of our messaging by understanding the role of unconscious and emotional factors such as moral framing, word selection, and the Drama Triangle in shaping how people react to political ideas.

- Effective messaging follows four rules: Controlling the moral high ground; controlling the frame of the argument; framing our messaging in simple, compelling terms; and avoiding defensive traps by using the Recognize-Reframe-Refocus technique.
- Messaging for the midterms should focus on a short list of issues on which the moral differences between left and right are especially clear.

Action Items and Resources

- Listen for the underlying moral questions in political messages. Ask yourself why the voter should care about this issue.
- Pay attention to how political arguments are subtly framed by word choice and hidden assumptions about the meaning of words such as “caring,” “justice,” “tolerance,” “oppression,” or “fairness.”
- In political discussions, pay attention to who is on offense and who is on defense. Notice the tactics used to put the other side on the defensive.
- Be more deliberate in grounding your political points in moral terms.
- <https://capitalresearch.org/article/the-battle-for-americas-unconscious-mind-part-1/>
- <https://capitalresearch.org/article/winning-the-moral-high-ground-part-1/>