

DUTERTE 2016: ROADMAP TO VICTORY

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June 12, 2015

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1. There is a fever sweeping the country today: Duterte Fever, a furious clamor to elect Mayor Rodrigo Roa Duterte president of the Philippines in 2016.
2. Understanding this fever is the key to victory. Misunderstanding it ensures defeat.
3. To understand the fever, one must understand the emotions that drive it. Learning how to stoke these emotions makes victory all but certain.
 - 3.1. The strongest of these is **anger**. People are outraged by the brazenness of criminals, the insatiable greed of plunderers in government, the bullying by China. When Mayor Duterte threatens to execute criminals, he speaks our minds. When he warns the corrupt they will be rounded up to rot in jail, he lifts our spirits. When he promises to feed them all to the fish in Manila Bay, he gives voice to our deepest desires. When the mayor lashes out at De Lima and Rosales, he expresses our own disgust and frustration with the current state of affairs. The campaign must take every opportunity to stir this anger and direct it against our opponents and their surrogates.
 - 3.2. The second emotion is **hope**; the hope that **Mayor Duterte's personal courage (*tapang*)** and **strong political will (*kamay na bakal*)** can finally put an end to the madness which has roused our anger, the hope that perhaps the rest of the country can be like Davao, that the shift to a federal system of government can give our country a new beginning, that Mindanao can find peace.
 - 3.3. Finally, there is **pride**; the pride Mindanaoans and the *Bisayas* feel in knowing that the country's last best hope is one of their own (***Garbo sa Bisaya. Garbo sa Mindanao.***) A possible corollary to this is **resentment**, resentment against those who might belittle the mayor's character and capabilities. When possible, attacks against him must be framed as condescending attacks against the Mindanaoan and the *Bisaya*, a belittling of our collective selves (*nakaminos, gidaogdaog*).
4. In light of the above, we must improve our focus. Every drop of airtime is precious; like water in the middle of a scorching desert.
 - 4.1. Our first television ad—iron hand hammering down on the ills of society—was brilliant. It articulated the people's anger and mirrored their hope in

the mayor's political will and courage. The second one was not as effective because it sought to balance *tapang* with *malasakit*. It muted the anger against society's ills and consequently softened the courageous image of the mayor. It missed the opportunity to stoke the emotions that drive Duterte Fever higher because it wasted time on projecting *malasakit*, a positive trait but not a driver of the emotions that define the fever.

4.2. The radio ads could also have been put to better use. Their main message was that Mayor Duterte is *Bisaya*. But everyone already knew that. It would have been more effective if the mayor simply spoke in *bisaya* to stoke the emotions that drive the fever.

5. The campaign must not be tempted by notions derived from traditional politics: balancing the ticket, polishing the candidate's image and other such rubbish. Beware of Greeks bearing gifts, let alone advice. People love Mayor Duterte because he is the opposite of the *trapo*. We must instead focus on stirring and spreading the emotions that drive Duterte Fever. Every word from the campaign, every second of airtime must stoke these emotions and direct them towards the opposing camp where it serves our purpose.
6. To direct these emotions against rivals, the campaign must situate the electoral debate in the center of the perfect storm that favors Mayor Duterte: where his words stoke the emotions of believers, force those who oppose him to react, in turn driving the temperatures and breadth of Duterte Fever even higher and greater. Note the dynamics of the recent Duterte - De Lima (a Roxas/Poe surrogate) debate on criminality and human rights/due process.
7. To fight with limited funds, the campaign must organize a series of dramatic events that stoke these emotions in escalating fashion. The more radical the message, the better.
 - 7.1. To drive anger, the following may be considered:
 - 7.1.1. Presentation of a radical plan to clean up the BIR
 - 7.1.2. Presentation of a radical plan to clean up Customs
 - 7.1.3. Declaration of refusal to have a VP candidate & senatorial lineup since he will declare a revolutionary government anyway. This will give the advantage of mobility and speed impossible with the weight of a full ticket. However, if the mayor decides to put forth a VP candidate, do not seek to balance the ticket. Rather, reinforce it. Do not dampen Duterte Fever by softening his image. Strengthen it by picking someone of the same mold. Do not fear threats from the inside. Conquer them.
 - 7.2. To inspire hope derived from Mayor Duterte's personal courage:

- 7.2.1. Conduct a lifestyle tour: inspection of the mayor's house, follow him on a typical day, etc.
- 7.2.2. Announce a revolutionary change in the tax structure: sharing under the federal system, percentage and method of computing income tax, etc.
- 7.2.3. Unveil a revolutionary Mindanao Development Plan: the Mindanao Railroad, etc.
- 7.2.4. If without peril to our candidate, organize the signing of a bank secrecy waiver in public
- 7.3. To inspire pride: identify the site of and vision for the Malacañang of the South
- 7.4. Therefore, there is a strong need for a highly organized communications team to broadcast these events to the whole archipelago and beyond.
- 8. To win, one must constantly be mindful of the mathematics of the elections. To drive Duterte Fever, one must stoke the emotions that define it. To win, one must drive Duterte Fever where it matters, in the following strategic sectors:
 - 8.1. Stir anger and hope in the national *tapang* and *kamay na bakal* constituencies;
 - 8.2. Stir pride (and resentment) in the Mindanaoan and *Bisaya*;
 - 8.3. Stir hope with Federalism in vote-rich regions neglected by Imperial Manila (e.g. Bicol);
 - 8.4. Finally, stoke anger, hope and pride where the numbers are greatest. In 2016, the 2 biggest slices of the electorate are expected to be the hungry and the young:
 - 8.4.1. The 43% that are expected to come from the unemployed: bread and butter issues will drive their emotions, the politics of the stomach. Anger at the criminal and corrupt must be tied to the misery it brings our people;
 - 8.4.2. The 47% youth (18 - 34 years old) vote: our messages must be sent in the language they understand, in the channels they utilize.
- 9. There is a fever sweeping the country today: Duterte Fever. Anger, hope and pride are the emotions that drive it. Fuel them in the right constituencies in the biggest slices of the electorate and we will take Malacañang.

