



TRYING TO SEE INTO THE FUTURE: “THE GREAT UPSET ELECTION OF 2016 AND THE ‘THIRD WAY’ WINNER”

In June of 2015, Lance Tarrance and Stephan Helgesen published a book entitled, "Breaking Republican, A Campaign Handbook for Third Way Candidates in 2016" (Amazon.com and Barnes and Noble.com). Its central thesis was that “only a third way Republican candidate could be nominated and win” in 2016. Even though this book was published about a half a year before the first Primaries elections in Iowa and New Hampshire and a **full year** plus before the November 8th General Election itself, Tarrance and Helgesen laid out a path for a Republican victory. It involved a more conservative, but Populist-Nationalist approach particularly for the Midwestern States, for the Republicans to win. Here are five key points about this unique book accompanied by quotations from specific pages:

1. A warning was issued to Republicans that they needed a *third way* candidate to run in the 2016 Presidential election or they would lose. (pg. 175)

"The reasons are: liberals are consolidating their strength and the Democratic Party knows how to split off Libertarians and populists with adroit messaging on selected issues while simultaneously demonizing Republican candidates with targeted rhetoric. This was clearly evident in the Presidential Election of 2012."

2. This candidate must be a “outside the beltway” candidate – not perceived as representing the Washington D.C. culture, but ready to engage it and change it. (pg. 180)

3. Manage a power-shift to more populist-conservative messaging, emphasizing safety net federal governance programs instead of focusing on restrictive social issues where Democrats can easily isolate Republicans. (pg 180)

4. “The 2014 elections solidified the White working class voters, particularly in the Midwest. Republicans elected or re-elected Governors in Wisconsin, Ohio, Michigan, and Illinois – all key states in the Electoral College map for 2016. The new GOP gains among working class voters in the Midwest make a new axis of geopolitical power possible for the GOP when allied with the new solid South.” (pg. 21)

5. To reach the 270 Electoral College votes, a Third Way candidate...will geographically split up the Democratic Party (a “divide and conquer” strategy) into more or less two disparate regions of the East Coast and Left Coast states as their base. In sum, the 2014 wave election that has now placed the Democratic Party into an unorganized retreat was mostly traceable to an anti-status quo set of sentiments. (pg. 22)

A few words about the media

“The media will suit up in 2015/2016 as the extra player on the field for their home team – the Democrats. Knowing that, Republicans must have a strategy that offsets this missing information channel and circumvents the mainstream media and allows the Republican message to break through the force field of indifference. This must be done on a local and national level so that the issues that need debating get debated.” (pg.26)

Is there a silent majority in 2016?

“The question remains, though, is there a Silent Majority of conservative-minded voters still out there or is there a ‘Crouching Tiger’ of disappointed voters waiting for the right moment to reappear and pounce on Republican prey in 2016? The two descriptions of this ‘floating vote’ that can come and go from election to election have more in common with each other than meets the eye. Both stayed away in 2012; both were disappointed; and both wanted a change.” (pg.37)

A new opportunity for the Republicans?

“There is a third possibility that could be beneficial for Republicans. It is, if the Silent Majority is sufficiently dissatisfied with the Administration and will listen to a persuasive Republican message that could move them towards the Rs’ camp. If polling reveals this to be the case, then the Rs have a brand **new target group**, one that will need an entirely new message that will give the Silent Majority pause to reflect and then to vote...in 2016.” (pg 38)

The baggage car for 2016 is now full

“Hillary Clinton, thought to be the eventual winner in the 2016 presidential sweepstakes as the first woman to be elected U.S. President, has found out that being a political legacy candidate is going to be rockier than expected (at least at the onset of 2016). Her early campaign in 2015, though stiff and robotic, is mostly having to deal with many emerging negative factors. For many ‘Hillary undecideds’ it’s **‘A woman, yes; this woman, no.’**” (pg. 43)

New Populism

“The populist approach (advocacy of social and political system change favoring *the common people over the establishment elites*) in its most basic form has worked to win elections, primarily because few people see themselves as elites. It is one of many approaches **Republicans have taken to portray themselves as friends of the average man and protectors of the middle class.**” (pg. 149)

The Third Way

“Because the American electorate has undergone a significant transformation over the last two decades. It has become fragmented and segmented. The field of view is more nuanced which means that **a candidate no longer has the luxury of running a ‘traditional’ race.** This contention is one of the pillars of our first book, ‘HOW REPUBLICANS CAN WIN IN A CHANGING AMERICA.’ We repeat it here because it needs repeating, especially to aspiring Republican candidates.” (pg 170)

Final Thoughts

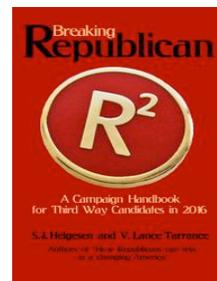
The truth is that Republicans cannot win by choosing candidates who represent extreme points of view . They want and need...a Third Way.

The Republicans’ Third Way is comprised of one part sound policy and one part **captivating capable candidate to present it.** It is an amalgamation of political positions that have been widely discussed, debated and agreed upon within the Party that do not stray from the Republicans’ core values. They are, instead, negotiating buoys that send a signal to independents and moderate Democrats that the Republicans are less intransigent than they were led to believe.

“Now it’s time for a new Third Way discussion and candidate search. **We need another outsider who can change the polarity in WASHDC.** It has been done before, and it is time to do it again. It just takes common sense and uncommon courage. The Third Way will be the blueprint for the new Republican Creed going forward into the 2016 elections AND it will help decide who the Rs’ next Presidential candidate will be.” (pg 172)



2013



2015

¹ See FoxNews.com opinion article written by V. Lance Tarrance just before the Iowa/New Hampshire primaries.



**If Trump gets the GOP nomination will it hand Democrats a
win in 2016? Not necessarily By Lance Tarrance**

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