



**AS IF News**

### **Project Summary**

AS IF News is an on-line news service website that publishes headlines and stories PRIOR to the 2024 election **AS IF** Donald Trump and his MAGA allies have won. Its novel intent is to give undecided voters a sense of what the news would look like **IF** Trump-MAGA-Project 2025 forces enforce its starkly different view of a non-democratic America.

AS IF News is created in the satirical tradition of American political commentary. Its “news releases” will be inspired by public comments made by Trump and MAGA leaders about what they will do if re-elected. It will also report on the implementation of Project 2025 initiatives, particularly its projected playbook of the first 180 days.

AS IF News is designed to illicit a “clickbait” response from the audience... *“that can’t be true.”* We envision the AS IF News headlines being sent by friends and family to undecided voters in the battleground states. We also project that key influencers in social media picking it up to promote and cable news network’s featuring it as a novel concept for envisioning a MAGA future.

### **Narrative Strategy**

To wake up undecided moderate conservative, independent and liberal voters to the possibilities of:

- Donald Trump getting re-elected to the White House.
- MAGA Republicans achieving a majority in the House or Senate or both.
- MAGA Movement’s gameplan for attacking Federal democratic institutions and the liberal press.

### **Examples of Typical AS IF News headlines/news stories**

Based on references from Trump/MAGA speeches/tweets and Project 2025 objectives.

#### **Department of Justice**

Trump’s Justice Department Moves Forward with Arresting Political Rivals

*Says these “undesirables” must not be allowed to oppose Making America Great Again*

President Trump Sending Secret Federal Law Enforcement Units to Restore Peace in Blue States Without Their Permission

*Legal protest demonstrations are banned for disturbing the peace under a new interpretation of the insurrection act by MAGA judge.*

President Trump considering ways to force college students to sign a loyalty oath to graduate.

*Will expel any students protesting MAGA policies*

### **Immigration**

MAGA Homeland Security to Deport 15-20 Million Illegal Immigrants.

*Ignores economic impact of crops rotting in the fields*

### **Education**

Trump Intends to Abolish the Federal Department of Education.

*Only MAGA approved education materials will be taught in states*

### **Economy**

Trump Keeps His Pledge to Further Slash Taxes on Big Corporations and High Income Individuals

*Middle class taxpayers expected to make up the shortfall*

### **Climate Change**

MAGA Congress and Courts Reduce the Authority of the EPA to Regulate Climate Change.

*Continue to claim scientists disagree there is a problem*

Trump Rescinds Climate Change Project Funding Approved Under Democrats.

*Claims money better spent on drilling for oil and gas*

### **Healthcare/Abortion**

Trump Making Progress on Repealing Affordable Care Act.

*Promises a new health plan “you’re gonna love” but provides no details*

Trump Asks Supreme Court to Forbid Shipment of Abortion Drugs Across State Lines.

*Claims drugs used safely for 30 years are dangerous*