

Tab 1



These "Truth Sandwich" messages were developed by the Media and Communications (MAC) Issue Team of Indivisible Santa Cruz County on various topics, based on the Indivisible (National) [Truth Brigade](#) format. Our purpose is to counter misinformation and disinformation, and to move people to think critically about the news they get.

*Please copy and paste individual sandwiches to amplify these disinformation-fighting messages widely on your social media. You can also use them as a basis for having conversations and for writing letters to the editor, as well as sharing via email and text message.  **On social media, please use the hashtag #MacISCC**  (Media and Communications - Indivisible Santa Cruz County) so we can track our messages' impact. Thank you for helping fight disinformation!*

#28 - "Democracy Is Calling"

Least Politicized ▾

In a democracy, we all have a say in how our government works. That's why it's so concerning to see one party making decisions that leave no room for negotiating. When one party is making sweeping changes that affect our way of life and our democratic republic, don't we have an obligation to speak out? If you agree, please call your elected officials; speak up for our democracy!
#ProtestIsPatriotic #Liberty&Justice4ALL #StopTheGOPShutdown #MacISCC
#Indivisible

#26 - "No Kings - Democracy Precious & Precarious"

Full Sandwich ▾

Video to share:  **No Kings - Democracy Precious & Precarious - vertical format**

#25 - Words Matter, Part II: Find Shared Values

Least Politicized ▾

Video to share: 📺 TS # 25 Words Matter #2 mp4

Instagram: <https://www.instagram.com/reel/DPRz5X3jwHY/?igsh=MWZzeWZ2NXZrbmszZA==>

#24 - No Kings - “Founders Are Calling Us”

Full Sandwich ▾

Video to share: 📺 TS #24 No kings mp4 vertical format

TikTok: <https://www.tiktok.com/t/ZP8AJuQFR/>

#23: Freedom of Speech

Least Politicized ▾

We all want to be able to speak our mind – it’s a big part of what makes us American. But when politicians call for the punishment or firing of comedians, journalists, or others exercising their right to free speech, our democracy is in trouble. How is this making America better? Speak up – call your Members of Congress and other elected officials and remind them that attacks on free speech are un-American. #TruthBrigade #MACiscc

#22 Prop 50 - “No One Likes to Be Scammed”

Full Sandwich ▾

Video to share: 📺 Prop 50 #2.mp4 without final words.mp4

#21 - Clean Energy & Clean Air Standards: for “Sun Day” for the Environment Team

Least Politicized ▾

Whatever our political beliefs, we can all agree that governments should safeguard -- not poison -- the people.

So why would the administration use false claims to discourage clean energy solutions and gut clean air standards--who wants that?

Let's back climate and health over polluters' profits and help make the sun rise on our clean energy future.

#20 - "Dissent is Patriotic" vertical version

Full Sandwich ▾

Vertical video (for FB, Insta, TikTok): 📺 **Dissent is patriotic vertical version mp4**

#19 - Prop 50 (Elections) - Level the Playing Field

Full Sandwich ▾

Vertical video (for FB, Insta, TikTok): 📺 TS #19 - prop 50 vertical version w election date

Horizontal (for YouTube) video: 📺 TS #19 - Prop 50 with election date wording

#18: Prop 50 (Elections) - What Can You Do?

Least Politicized ▾

Does it worry you that we have a President who threatens revenge on *every single* person, company, or organization that says *anything* that he disagrees with? It should. Could you be next?

Does it scare you to learn the President plans to send the military into more cities based on trumped up reasons? It should. Could your city be next?

Does it seem un-American that a President would demand a state rig its voting districts so that Republicans will win every election? It is. Isn't that what happened in Texas?

Is there something you can do to fight back against these attacks on our values? Yes, there is: Vote Yes on Prop 50, the Election Rigging Response Act. Keep the playing field level. #macISCC

#17: Prop 50 (Elections) - Keep Democracy in the Game

Full Sandwich ▾

Playing games can be fun. Or serious, like Texas playing games with elections. Texas rigged future congressional elections with their mid-cycle gerrymandering power grab – and it affects the whole country.

What are the options for Team Democracy? Do nothing – and guarantee that Democracy loses? Or, we can use the democratic process and let Californians vote to re-level the playing field.

That is what's at stake with Prop 50.

Vote Yes to keep Team Democracy in the game. #macISCC

[Video Link - TS# 17 - Rules Of the Game](#)

#16: Prop 50 (Elections) - Who Benefits?

Full Sandwich ▾

We all want to feel confident our elections are free and fair. When the President of the United States asks the state of Texas to redraw its legislative district map specifically to deliver more votes for his party, that is exactly what stealing democracy from the voters looks like.

Who benefits if we do nothing to offset the Texas power grab?

Prop 50 will re-level the playing field. It is a temporary measure, and if Texas agrees to return to their original voting maps, it will be revoked. But more importantly, we the people get to vote on it.

Prop 50 is a fair and democratic way to keep the balance of power in check. Let's keep our elections fair for everyone in this country! #macISCC

Simple Graphic Version (with additional paired graphic): this version works well for BlueSky due to their low character limit.

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Let's keep our elections fair for everyone in this country!

Download this image here:

 [#16: Prop 50 \(Elections\)](#)



#15: Stanford Staffing Cuts, One Big Bill, and “Endowment Tax Hike” Rule

Full Sandwich ▾

Most Americans have benefited from technological and medical discoveries like websites, search engines, page-ranking algorithms, computer mouse technology, hypertext linking, heart and lung transplants, cancer immunotherapy, CAT scans, cyber-knife tumor removal, even virus diagnostic testing. What many don't realize is that these advances all happened on a university campus – Stanford, to be exact (1).

Grants to universities have already been cut by the US administration. Now, the One Big Bill is raising taxes on “endowments,” the other funding source for colleges, from 1.4% to 8%(2)! This will severely handicap medical and technological discoveries (3).

Most people value investments that save lives or improve commerce. We should encourage careful spending with oversight. We can keep scientists and staff employed (4) to improve the lives of Americans with improved research and technology, or we can move backward and fall behind other countries. #macISCC

(1)<https://www.sciencedirect.com/science/article/pii/S2666389922002021>

(2-3)https://www.mercurynews.com/2025/08/05/stanford-university-layoffs-2025-budget-cuts-endowment-tax/?fbclid=IwQ0xDSwMB2u5leHRuA2FlbQlxMQABHkloPFR0zm0V8gICifymh49mf34eqhbPetgJdMt_gzoQHh2n7lIdIdImmwwH_aem_i3dqxSYI817HC8f1590fHA

(4)<https://stanforddaily.com/2025/08/06/stanford-to-layoff-over-360-staff-following-140-million-budget-cuts/>

Shorter version:

Many American technological and medical advances, from search engines to cancer therapies, originated on university campuses, specifically Stanford. However, cuts to university grants and a proposed tax hike on endowments from 1.4% to 8% in the "One Big Bill" threaten future discoveries. To continue improving lives and commerce, we must support careful spending and oversight to keep scientists engaged in this critical work, rather than falling behind other nations.
#macISCC

(1)<https://www.sciencedirect.com/science/article/pii/S2666389922002021>

(2-3)https://www.mercurynews.com/2025/08/05/stanford-university-layoffs-2025-budget-cuts-endowment-tax/?fbclid=IwQ0xDSwMB2u5leHRuA2FlbQlxMQABHkloPFR0zm0V8gICifymh49mf34eqhbPetgJdMt_gzoQHh2n7lIdIdImmwwH_aem_i3dqxSYI817HC8f1590fHA

(4)<https://stanforddaily.com/2025/08/06/stanford-to-layoff-over-360-staff-following-140-million-budget-cuts/>

#14: Example Letter to the Editor

Reply to MAGA complaint re: "Rage" event: Published in Sentinel, 8/12/25

Contrary to Mr. Lelieur's view (Letters, 8/6), I would like to thank the Santa Cruz Sentinel for their balanced coverage of the "Rage Against the Regime" event last Saturday.

Covering a peaceful gathering of hundreds of local residents who are expressing their disapproval of their government is exactly what a good local newspaper should do.

Our freedoms to speak out against the government and to peacefully assemble – guaranteed in our Constitution - are what make this country great! When citizens

see these rights being attacked by their own government, peaceful public protesting is not only important, but downright patriotic.

And, I might add, newsworthy.

*Signed,
Stephanie Singer*

#13: On Freedoms

Least Politicized ▾

We all value and appreciate the freedoms we are afforded as Americans. Freedom of speech, religion, and the press to name a few.

So, when I see frequent news reports about the erosion of these freedoms, I have to ask — are we ready to give up the freedoms fought for and earned by our ancestors over hundreds of years? Who benefits from this?

I hope we can all agree that forcing a particular religion, belief system, or political agenda on an entire country is not freedom. We should not allow our government to remove freedoms that are promised in our Constitution. #MACISCC

Simple Graphic Version: (image below!)

Link:  TS #13 - On Freedoms

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#12: Words Matter

YouTube:

<https://youtu.be/v-tmeBWDwWo?si=39iQJGyYJaaE-4oP>

Download video to share:

https://drive.google.com/file/d/1xPWKYNIWpM8-3-9yeIS0IPndB6kv_LuW/view?usp=sharing

#11: Economic/Tax Impacts of Dems vs Repubs

Full Sandwich ▾

We all like the idea of fiscal responsibility and not saddling the next generation with more debt. But data shows the political party that has been responsible for the most

debt in the last 40+ years has consistently been the GOP. According to the non-partisan Joint Economic Committee (1), every aspect of our national economy has performed better with Democratic presidents, including job growth, lower unemployment rate, and more manufacturing jobs. Of the eleven recessions (2) since World War II, ten of them have occurred under Republican presidents. So, which political party has demonstrated the best record on fiscal responsibility and economic growth for us all?

It's time to start spreading the truth: Democrats spend money on things that benefit all of us, like social services and clean air & water – all while creating vibrant growing economies. #MacISCC #TruthBrigade

(1)<https://www.jec.senate.gov/public/index.cfm/democrats/2024/10/the-u-s-economy-performs-better-under-democratic-presidents>

(2)<https://www.nber.org/research/data/us-business-cycle-expansions-and-contractions>

(3) <https://amarkfoundation.org/reports/u-s-presidents-and-the-federal-deficit/>

Video version to download & share: 🇺🇸 TS#11 ImpactsD v.R.mp4

Graphic link: 🇺🇸 TS #11 - Impact of Dems vs Repubs (graphic).jpeg

Graphic image:



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#10: Planned Parenthood Closure in SC

(sent to San Francisco Chronicle on 7/26/25)

Least Politicized ▾

Healthy parents mean healthy families, which are the basis of healthy communities.

Planned Parenthood promotes healthy families by providing care for thousands of low-income families in our Santa Cruz community who have no other options. Because of the current administration's Medicaid funding cuts, our local clinic and many others have closed overnight.

Where will these clients get their cancer screenings, prenatal care, and primary care now? Are these federal cuts about money, or about controlling our private lives? How will they make our community healthier?

We deserve a government that prioritizes healthy families and healthy communities.
#TruthBrigade #MacISCC

#9: BBB Implementation Timeline Ruse

Least Politicized ▾

Have you ever watched a video of a train wreck about to happen? You know what's coming and hope bystanders can get out of the way – the impact is predictable but unavoidable at that point. Likewise, the Big Beautiful Bill is delayed, but headed our way. The bill's damaging impact was designed to be delayed until AFTER the midterm elections. Prepare for millions losing Medicaid, food assistance restrictions, an end to clean energy credits, cuts to student loans, slashed rural hospital funding, and losses of affordable housing – all beginning after the 2026 elections(1). Being informed what's coming our way informs our voting choices. "Stay alert, know what's coming" and remind people who may not see the train coming down the tracks of who engineered the Big Beautiful Delay. #TruthBrigade #MACisc

(1) <https://www.congress.gov/bill/119th-congress/house-bill/1/text>

Multimedia versions on BBB Train Wreck (public):

TikTok to share: <https://www.tiktok.com/t/ZP8hESGMY/>

Facebook video: <https://www.facebook.com/reel/1882207739015985>

NEW! YouTube animation video: <https://www.youtube.com/watch?v=kW0P-mO3BMk>

#8: ICE FUNDING (July 9)

Least Politicized ▾

Public abductions are terrifying, There have been examples of governments capturing people off the streets from Roman slavery to Nazi orchestrated disappearances. These horrifying stories of individuals suddenly vanishing never to be heard from again, or of being violently abducted and secreted away to an undisclosed location without due process, are now plastered all over the news.

ICE's new \$75 billion budget (2), triple its former funding (1), makes it one of the world's largest paramilitary forces (3). This fund is meant to build more concentration camps and support brutal tactics like street snatches. The detention or expulsion of farm laborers leads to rotten harvests, less food, and higher prices. Targeting restaurant or hotel workers harms local businesses and raises costs. An estimated \$12B-\$90B has been lost in international tourism since the immigration crackdown began (4).

ICE's power negatively impacts most of us, from groceries to basic humanity. We need to invest in growth, not destruction. We must scrutinize this militarized enforcement funding and advocate for policies that support workers, stabilize our food supply, and ensure economic security and dignity for all. #5calls #callyourreps

(1) NPR Interview with Economic Policy Institute's Daniel Cost:

<https://www.npr.org/2025/07/10/nx-s1-5459903/how-new-funding-for-ice-might-impact-immigration-enforcement>

(2) <https://www.snopes.com/news/2025/07/11/trump-ice-budget-russian-military/>

(3) <https://www.newsweek.com/immigration-ice-bill-trump-2093456>

(4) <https://wtcc.org/news/us-economy-set-to-lose-12-5bn-in-international-traveler-spend-this-year#:~:text=U.S.%20Economy%20Set%20To%20Lose,A%20Global%20Leader%20in%20Revenue>

Videos to share (public):

Download & share from:

1. https://drive.google.com/file/d/1l15tcEm42hZfuEHVQyUoZym0fA8awv-1/view?usp=drive_link

2. https://drive.google.com/file/d/1o1k93QHveD0Rq7rLoiDI5093mOj3Vebx/view?usp=drive_link

3. TikTok to share: <https://www.tiktok.com/t/ZP8k7bFxC/>

#7: SCHOOL FUNDS WITHHELD: Published in Santa Cruz Sentinel, 7/13/25

Full Sandwich ▾

When someone makes a commitment to us, we expect them to honor it.

We teach our children to honor their commitments and keep their promises. Now we are living in an alternate universe where funding promises are made and then broken by our government.

There is a process for grant funding in our country: Congress votes to approve and the President signs it into law. This process was followed, yet the U.S. Department of Education and the Trump administration are violating that process and withholding billions in grants to schools -- \$10 million in Santa Cruz County alone.

Why does the U.S. Dept. of Education want to punish our children by withholding funds already allocated for their education? When schools are supported, children will learn and thrive, and we all benefit! #callyourreps #5calls

#6: MEDICAID pseudonyms: What's in a Name?

Plain Language ▾

What's in a Name? Many assume familiar businesses will endure forever. Imagine the shock if your medical insurance or local hospital, unbeknownst to you, were a subsidiary of a failing company, and you would be canceled if that parent company were to fail. Millions may unknowingly face this with the Big Ugly Bill's Medicaid cuts, as their state's Medicaid program goes by a different name (e.g., Medi-Cal in California, STAR+PLUS in Texas, SoonerCare in Oklahoma). Don't be caught off guard.

Check your state's Medicaid program here:

<https://www.medicaidplanningassistance.org/state-medicaid-resources>. Call family in other states; ensure they know if their reps have voted to protect their benefits. #callyourreps #5calls

[Share this one as a video](#)

#5: ATTACKS ON UNIVERSITIES

Plain Language ▾

When American universities conduct research, society benefits — from creating the infrastructure that built the internet to finding cures for diseases, public and private colleges are the problem-solving engines of our country(1). Attacks on higher education, such as cutting congressionally approved funds and banning international students who do much of this research, hurt us all by stifling progress. California alone will take a major hit if some of these bans stand (2). Don't let executive orders fool you. Don't be swayed by the false flags of needed spending cuts or college student protests. Retribution and spite are motivating unwarranted cuts and may hurt you or your loved ones when you need that research most. #callyourreps #5calls

(1)<https://blog.halo.science/modern-day-inventions-university-rd/>

(2)<https://www.sfchronicle.com/bayarea/article/trump-uc-international-students-risk-20349600.php>

Bluesky-friendly word count:

Full Sandwich ▾

Society benefits from research done at our universities. Attacks on colleges including cutting congress-approved funding or withdrawing student visas hurts all by stifling progress. Don't be swayed. Retribution is motivating cuts and may hurt you or your loved ones. #callyourreps #5calls

#4: HABEAS CORPUS

(For Civil Rights Issue Team)

Full Sandwich ▾

For decades, Americans have seen kids on milk cartons that have suddenly vanished. We've watched in horror as fascist governments "disappear" people off the streets or lock them away in secret prisons (e.g., China, Guatemala, Syria, and Somalia). It's now happening *here* to legal immigrants – people following the rules and working within the immigration system.(1) Even US citizens and members of Native American tribes have been arrested, detained, and "disappeared."

These people are all being denied their right to due process – specifically *habeas corpus*, the right to defend oneself in person in court and to challenge unlawful imprisonment. Over 249 habeas corpus cases have been filed due to the current Administration's actions.(2) Men in masks whisking unsuspecting people off the street or from the courthouse have become common scenes.(3)

We cannot allow this abuse to become normal. Contact your representatives today to insist that DHS, ICE, and the Administration follow the law. Only Congress can suspend habeas corpus, not the President. #callyourreps #5calls

(1)<https://humanrightsfirst.org/library/the-u-s-government-is-forcibly-disappearing-migrants/>

(2)<https://www.justsecurity.org/107087/tracker-litigation-legal-challenges-trump-administration/>

(3)<https://www.usatoday.com/story/news/nation/2025/05/22/ice-arrests-immigration-court-deportation-tactics/83792357007/>

HABEAS CORPUS

Plain Language ▾

Most people would be really scared if someone they loved suddenly disappeared. This kind of thing has happened before and still happens in other countries. Now it's also happening in the U.S. to immigrants and even regular people, like Native Americans(1). People are being arrested and kept in jail without a fair trial or the chance to say why they should be free. There are currently 249 cases against the government because of this (2). Some people say they saw people in masks taking others away from the street and the courthouse(3). This shouldn't be allowed. We need to tell our leaders that the government agencies must follow the law. Only Congress can change the rule about people being able to say why they shouldn't be in jail. #callyourreps #5calls

(1)<https://humanrightsfirst.org/library/the-u-s-government-is-forcibly-disappearing-migrants/>

(2)<https://www.justsecurity.org/107087/tracker-litigation-legal-challenges-trump-administration/>

(3)<https://www.usatoday.com/story/news/nation/2025/05/22/ice-arrests-immigration-court-deportation-tactics/83792357007/>

HABEAS CORPUS

Least Politicized ▾

The government-sponsored disappearance of individuals by unidentified, masked individuals is terrifying. We all agree that this should never happen in the US. So how can we condone the arrest and detention of legal immigrants and US citizens without due process? This must not become acceptable. We must demand that our representatives hold DHS/ICE and the Administration accountable to the law. #TruthBrigade #callyourreps