DCCC Political Memo

To: Leader Pelosi

From: Kelly Ward

Date: June 9, 2014

Subject: Meeting with Sens. Reid & Bennet & Leader Pelosi re: Senate/House Coordination

**Meeting Overview:**

Purpose: This meeting came from a conversation between YOU and Sen. Reid. You requested this

meeting to discuss how the Senate and House can best coordinate on the ground in our overlapping states.

Attendees:Sen. Reid, Sen. Bennet, YOU, Chairman Israel, Guy Cecil, Kelly Ward

**Talking Points:**

* Please let Senators Reid and Bennet know that we are very pleased with the levels of coordination in our overlapping states. We have been working closely with the DSCC on building coordinated campaigns, identifying shared targets, and partnering in the areas where our programs overlap.
* While coordination is always a work in process, we have a great working relationship thus far and expect that to continue.
* As the cycle goes on, additional opportunities for coordination include:
  + Partnering on Vote By Mail programs
  + Generic GOTV efforts to dropoff voters
  + Sharing data and models (eg polling, voter contact models, etc)
* Please ask what non-money requests the Senate has made of POTUS. Do they want him to travel? Where do they want him to go and when? What other ways do they want him and the First Lady to help?

**State-By-State Background:**

The House and Senate targets overlap in five states: **Arkansas, Colorado, Iowa, Michigan and New Hampshire**. If Virginia and Georgia become more real for them and Kentucky becomes more real for us, those three states could also be added to the shared list at some point.

*A Note On Process:* The DSCC runs the Coordinated Campaigns in their targeted states. The DCCC does not do “buy ins” into Coordinated Campaigns; meaning we do not give lump sums of money to pay a portion of the Coordinated Campaign budget. Instead, we work with Coordinated Campaigns state-by-state to ensure our investment covers the specific programmatic elements that are needed to win in our targeted districts.

Below is a summary of how we are working with the DSCC and Coordinated Campaigns in each of our overlapping states. An update on NV-03 is also included given Senator Reid’s personal interest in this district.

**Arkansas**

*DCCC Targets:*

AR-01 – Jackie McPherson (Emerging)

AR-02 – Patrick Henry Hayes (Red to Blue)

AR-04 – James Lee Witt (Red to Blue)

*Program Summary:*

The DCCC is working with the Arkansas Coordinated Campaign to ensure the statewide efforts currently underway for Sen. Mark Pryor are leveraged toward our pick-up opportunities in AR-02 (Red to Blue), AR-04 (Red to Blue) and AR-01 (Emerging). We are currently in negotiations with them about the programmatic focus in each district (registration vs. persuasion vs. turnout), a reporting and accountability structure, and a process for the DCCC investment that can be adjusted based on district-specific performance and competitiveness. Once we finalize an agreement, our investment will add additional staff to the current statewide staff plan.

**Colorado**

*DCCC Target:*

CO-06 – Andrew Romanoff (Red to Blue)

*Program Summary:*

The DCCC is working with the Coordinated Campaign in Colorado on an agreement to take over the operations in CO-06.  The 6th district is a key swing district statewide, and a top pick-up opportunity for DCCC.  Our staff allocation in CO-06 is 11 staffers larger than the initial coordinated plan, so our investment will add to the overall coordinated program in CO-06.  We hope to come to an agreement on the target universe and reporting structure early this week.

**Iowa**

*DCCC Targets:*

IA-01 – Pat Murphy (Red to Blue)

IA-03 – Staci Appel (Red to Blue)

*Program Summary:*

Iowa has a long tradition of running a robust Coordinated Campaign.  We are negotiating with the Iowa State Party to cover the Coordinated Campaign costs for Staci Appel in IA-03 and Pat Murphy in IA-01.  We are currently coming to an agreement on the Coordinated Campaign’s structure and plan and are close to finalizing the program here.

**Michigan**

*DCCC Targets:*

MI-01 – Jerry Cannon (Red to Blue)

MI-07 – Pam Byrnes (Red to Blue)

MI-11 – Democratic Primary (Emerging District)

*Program Summary:*

The Michigan Coordinated Campaign is focused largely outside of our targeted districts; however, they are considering building a statewide Vote By Mail program, which could benefit our candidates.  At this time, we are operating outside the structure of the Coordinated Campaign with direct investments in a MI-07 field program. If a statewide VBM program develops, MI-07 will be included. All parties are satisfied with this structure, and the Coordinated Campaign is not asking the DCCC or our campaigns for “buy-in” money.

**New Hampshire**

*DCCC Targets:*

NH-01 – Rep. Shea-Porter (Frontline)

NH-02 – Rep. Annie Kuster (Frontline)

*Program Summary:*

Conversations with the NH Coordinated Campaign are in the very early stages. The DSCC has not yet invested in a large way in this state and we are waiting on a written plan from the Coordinated Campaign to start the conversation about a potential partnership. Meanwhile, the DCCC is investing in large field programs in both NH-01 and NH-02.

**Nevada**

*DCCC Target:*

NV-03 – Erin Bilbray (Red to Blue)

*Program Summary:*

We have had several conversations with the Nevada State Party about potential coordination and recently received the full Coordinated Campaign plan. We are currently investing in a small field program in NV-03 and discussing the potential for future investments with the Coordinated Campaign.

**AR-01 DISTRICT SUMMARY**

**FINANCIAL INFO**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 2014 Q1 Candidate Summary | | | | | |
| **Name** | **Party** | **Q1 Raised** | **Q1 Spent** | **Q1 COH** | **Cycle Raised** |
| Rick Crawford | R | $97,455.00 | $70,556.00 | $360,524.00 | $529,353.00 |
| Jackie McPherson | D | $111,645.00 | $10,962.00 | $100,682.00 | $111,645.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Candidate Cycle Summary | | | | |
| **Name** | **Party** | **Cycle Raised** | **Cycle Spent** | **Ending COH** |
| Scott Ellington | D | $372,375 | $370,676 | $1,698 |
| Rick Crawford | R | $1,339,445 | $1,274,636 | $155,981 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Major Democratic v. Republican IE Spending | | | | |
| **Name** | **Party** | **IE** | | |
| **DCCC** | **D** | **$0** | | |
| House Majority PAC | D | $0 | | |
| Other Democratic Spending | D | $15,452.26 | | |
| **NRCC** | **R** | **$0** | | |
| Other Republican Spending | R | $418.50 | | |
| **All Democratic Spending** |  | **$15,452.26** | | |
| **All Republican Spending** |  | **$418.50** | | |
|  |  |  |  | **$15,870.76** |

2012 DCCC Full Itemized Spending

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Field** | **IE** | **Other Spending** | **Total** |
| DCCC | $41,390.00 | $0 | $24,086.23 | $65,476.23 |

**DISTRICT DATA**

**DPI** 49.6%

**AfAm** 17.7%

**Hispanic**  2.8%

**Other** 2.0%

**Total Minority** 22.6%

**MAJOR CITIES**

**Jonesboro**

**Little Rock Suburbs**

**MEDIA MARKETS**

**Little Rock-Pinebluff** (38%)

$180 (Politics) / $240 (Issue)

**Jonesboro** (27%)

$55 (Politics) / $88 (Issue)

**Memphis** (26%)

$150 (Politics) / $215 (Issue)

**Springfield, MO** (9%)

$104 (Politics) / $149 (Issue)

**Greenwood-Greenville** (0%)

$35 (Politics) / $50 (Issue)

**2012 PAID COMMUNICATIONS THEMES**

* **N/A**

**ELECTION RESULTS**

**Congressional Statistics**

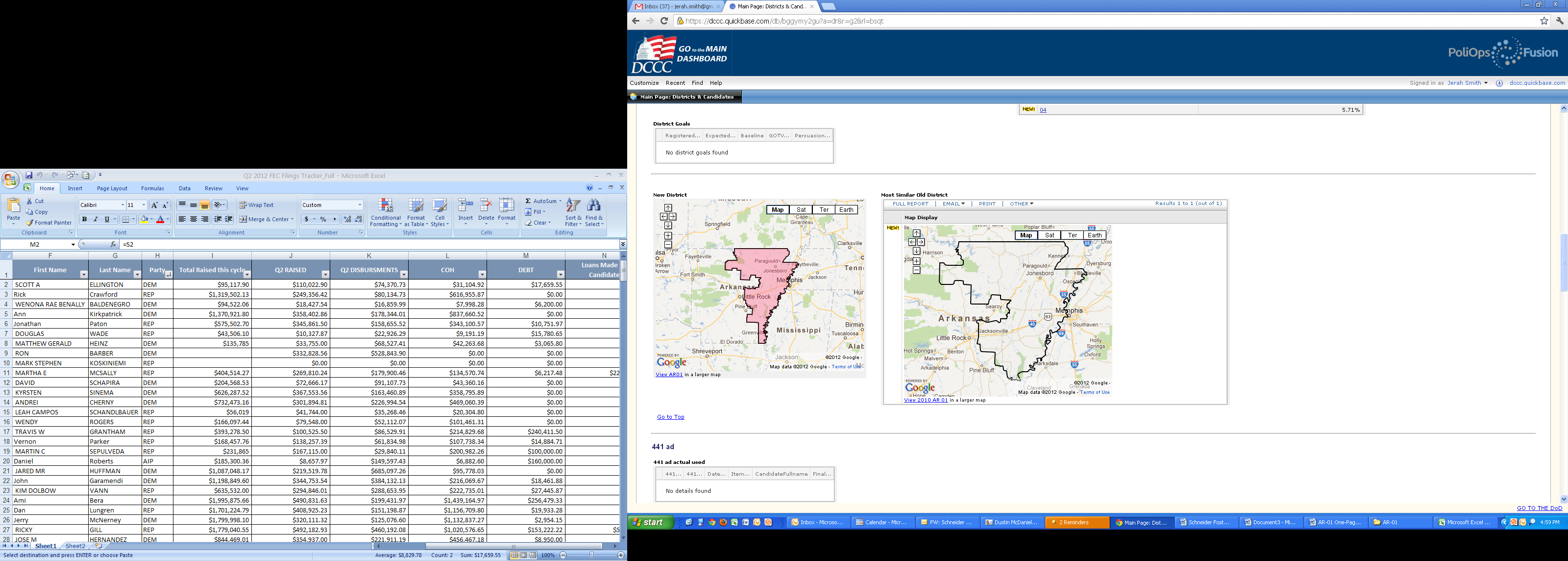
*(2 Party Only)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cycle** | **W/L** | **Candidate** | **Party** | **Vote** |
| 2012 | L | ELLINGTON | DEM | 41.0% |
| 2012 | W | CRAWFORD | REP | 59.0% |
| 2010 | L | (redistricting) | DEM | 47.2% |
| 2010 | W | (redistricting) | REP | 52.8% |
| 2008 | W | (redistricting) | DEM | 91.4% |
| 2008 | L | (redistricting) | REP | 8.6% |

**Presidential Statistics**

*(2 Party Only)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Cycle** | **Candidate** | **Party** | **Vote** |
| 2012 | OBAMA | DEM | 37.3% |
| 2012 | ROMNEY | REP | 62.7% |
| 2008 | OBAMA | DEM | 40.2% |
| 2008 | McCAIN | REP | 59.1% |



**AR-02 DISTRICT SUMMARY**

**FINANCIAL INFO**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2014 Q1 Candidate Summary | | | | | | |
| **Name** | **Party** | | **Q1 Raised** | **Q1 Spent** | **Q1COH** | **Cycle Raised** |
| Patrick Henry-Hays | D | $353,887.00 | | $93,004.00 | $470,607.00 | $584,984.00 |
| James French Hill | R | $300,133.00 | | $116,674.00 | $714,434.00 | $870,247.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Candidate Cycle Summary | | | | |
| **Name** | **Party** | **Cycle Raised** | **Cycle Spent** | **Ending COH** |
| Herb Rule | D | $251,060 | $238,701 | $12,358 |
| Tim Griffin | R | $1,619,346 | $1,659,463 | $41,371 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Major Democratic v. Republican IE Spending | | | | |
| **Name** | **Party** | **IE** | | |
| **DCCC** | **D** | **$0** | | |
| House Majority PAC | D | $60,173.64 | | |
| Other Democratic Spending | D | $0 | | |
| **NRCC** | **R** | **$0** | | |
| Other Republican Spending | R | $0 | | |
| **All Democratic Spending** |  | **$60,173.64** | | |
| **All Republican Spending** |  | **$0** | | |
|  |  |  |  | **$60,173.64** |

2012 DCCC Full Itemized Spending

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Field** | **IE** | **Other Spending** | **Total** |
| DCCC | $0 | $0 | $0 | $0 |

**ELECTION RESULTS**

**Congressional Statistics**

*(2 Party Only)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cycle** | **W/L** | **Candidate** | **Party** | **Vote** |
| 2012 | L | RULE | DEM | 41.7% |
| 2012 | W | GRIFFIN | REP | 58.3% |
| 2010 | L | (redistricting) | DEM | 40.2% |
| 2010 | W | (redistricting) | REP | 59.8% |
| 2008 | W | (redistricting) | DEM | 76.4% |
| 2008 | L | (redistricting) | REP | 23.6% |

**Presidential Statistics**

*(2 Party Only)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Cycle** | **Candidate** | **Party** | **Vote** |
| 2012 | OBAMA | DEM | 43.9% |
| 2012 | ROMNEY | REP | 56.1% |
| 2008 | OBAMA | DEM | 45.3% |
| 2008 | McCAIN | REP | 54.7% |

**MEDIA MARKETS**

**Little Rock-Pine Bluff** (100%)

$180 (Politics) / $240 (Issue)

**DISTRICT DATA**

**DPI** 50.8%

**AfAm** 21.3%

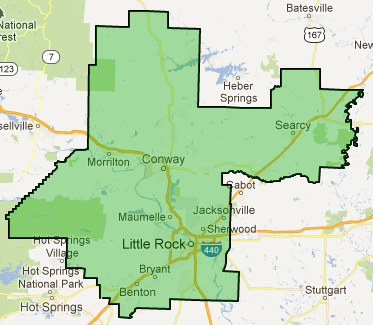
**Hispanic**  4.8%

**Other 3.5%**

**Total Minority** 29.6%

**MAJOR CITIES**

**Little Rock**



**2012 PAID COMMUNICATIONS THEMES**

* **N/A**

**AR-04 DISTRICT SUMMARY**

**FINANCIAL INFO**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 2014 Q1 Candidate Summary | | | | | |
| **Name** | **Party** | **Q1 Raised** | **Q1 Spent** | **Q1 COH** | **Cycle Raised** |
| James Lee Witt | D | $268,802.00 | $119,173.00 | $316,022.00 | $512,748.00 |
| Bruce Westerman | R | $65,125.00 | $83,910.00 | $136,207.00 | $282,666.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Candidate Cycle Summary | | | | |
| **Name** | **Party** | **Cycle Raised** | **Cycle Spent** | **Ending COH** |
| Gene Jeffress | D | $100,330 | $98,039 | $322 |
| Thomas Cotton | R | $2,213,217 | $2,094,866 | $118,350 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Major Democratic v. Republican IE Spending | | | | |
| **Name** | **Party** | **IE** | | |
| **DCCC** | **D** | **$0** | | |
| House Majority PAC | D | $0 | | |
| Other Democratic Spending | D | $0 | | |
| **NRCC** | **R** | **$0** | | |
| Other Republican Spending | R | $10,812.54 | | |
| **All Democratic Spending** |  | **$0** | | |
| **All Republican Spending** |  | **$10,812.54** | | |
|  |  |  |  | **$10,812.54** |

2012 DCCC Full Itemized Spending

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Field** | **IE** | **Other Spending** | **Total** |
| DCCC | $0 | $0 | $0 | $0 |

**DISTRICT DATA**

**DPI** 46.4%

**AfAm** 19.5%

**Hispanic**  5.4%

**Other 2.8%**

**Total Minority** 27.7%

**MAJOR CITIES**

**Pine Bluff**

**El Dorado**

**MEDIA MARKETS**

**Little Rock-Pine Bluff** (56%)

$180 (Politics) / $240 (Issue)

**Shreveport** (18%)

$117 (Politics) / $171 (Issue)

**Ft. Smith-Fay-Springdale-Rgrs** (16%)

$90 (Politics) / $117 (Issue)

**Monroe-El Dorado** (9%)

$45 (Politics) / $57 (Issue)

**Springfield, MO** (0%)

$112 (Politics) / $160 (Issue)

**ELECTION RESULTS**

**Congressional Statistics**

*(2 Party Only)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cycle** | **W/L** | **Candidate** | **Party** | **Vote** |
| 2012 | L | JEFFRESS | DEM | 38.1% |
| 2012 | W | COTTON | REP | 61.9% |
| 2010 | W | (redistricting) | DEM | 53.6% |
| 2010 | L | (redistricting) | REP | 46.4% |
| 2008 | W | (redistricting) | DEM | 83.4% |
| 2008 | L | (redistricting) | GREEN | 16.6% |

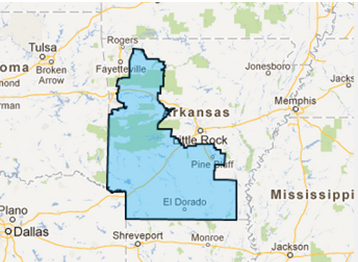
**Presidential Statistics**

*(2 Party Only)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Cycle** | **Candidate** | **Party** | **Vote** |
| 2012 | OBAMA | DEM | 36.7% |
| 2012 | ROMNEY | REP | 63.3% |
| 2008 | OBAMA | DEM | 38.2% |
| 2008 | McCAIN | REP | 61.8% |

**2012 PAID COMMUNICATIONS THEMES**

* **N/A**



**CO-06 DISTRICT SUMMARY**

**FINANCIAL INFO**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 2014 Q1 Candidate Summary | | | | | |
| **Name** | **Party** | **Q1 Raised** | **Q1 Spent** | **Q1 COH** | **Cycle Raised** |
| Andrew Romanoff | D | $603,520.00 | $174,519.00 | $2,098,619.00 | $2,607,982.00 |
| Mike Coffman | R | $593,805.00 | $226,699.00 | $1,844,742.00 | $2,608,312.79 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Candidate Cycle Summary | | | | |
| **Name** | **Party** | **Cycle Raised** | **Cycle Spent** | **Ending COH** |
| Joe Miklosi | D | $1,709,751 | $1,694,977 | $12,272 |
| Mike Coffman | R | $3,240,967 | $3,233,134 | $7,832 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Major Democratic v. Republican IE Spending | | | | |
| **Name** | **Party** | **IE** | | |
| **DCCC** | **D** | **$2,056,633.21** | | |
| House Majority PAC | D | $962,844.28 | | |
| Other Democratic Spending | D | $898,702.35 | | |
| **NRCC** | **R** | **$2,136,089.02** | | |
| Other Republican Spending | R | $281,265.38 | | |
| **All Democratic Spending** |  | **$3,918,179.84** | | |
| **All Republican Spending** |  | **$2,417,354.40** | | |
|  |  |  |  | **$6,335,534.24** |

2012 DCCC Full Itemized Spending

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Field** | **IE** | **Other Spending** | **Total** |
| DCCC | $157,015 | $2,056,633 | $483,430 | $2,936,313 |

**ELECTION RESULTS**

**Congressional Statistics**

*(2 Party Only)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cycle** | **W/L** | **Candidate** | **Party** | **Vote** |
| 2012 | L | MIKLOSI | DEM | 48.9% |
| 2012 | W | COFFMAN | REP | 51.1% |
| 2010 | L | (redistricting) | DEM | 41.8% |
| 2010 | W | (redistricting) | REP | 58.2% |
| 2008 | L | (redistricting) | DEM | 49.8% |
| 2008 | W | (redistricting) | REP | 50.2% |

**Presidential Statistics**

*(2 Party Only)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Cycle** | **Candidate** | **Party** | **Vote** |
| 2012 | OBAMA | DEM | 52.8% |
| 2012 | ROMNEY | REP | 47.2% |
| 2008 | OBAMA | DEM | 54.4% |
| 2008 | McCAIN | REP | 45.6% |

**DISTRICT DATA**

**DPI** 49.1%

**AfAm** 8.4%

**Hispanic**  16.7%

**Other** 8.9%

**Total Minority** 34.0%

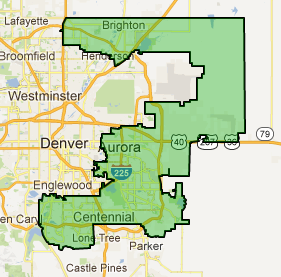
**MAJOR CITIES**

**Aurora**

**MEDIA MARKETS**

**Denver** (100%)

$352 (Politics) / $565 (Issue)



**2012 PAID COMMUNICATIONS THEMES**

* **Miklosi and allies ran spots attempting to identify him with average voters in the district – while connecting Coffman to Rush Limbaugh and highlighting him as out of touch.**
* **Coffman and allies ran spots about Coffman as a fighter for the middle class. They ran spots connecting Miklosi to bad votes on justice for sex offenders and child predators.**

**IA-01 DISTRICT SUMMARY**

**FINANCIAL INFO**

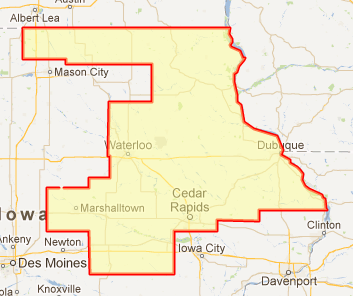
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 2014 Q1 Candidate Summary | | | | | |
| **Name** | **Party** | **Q1 Raised** | **Q1 Spent** | **Q1 COH** | **Cycle Raised** |
| Patrick Murphy | D | $100,257.00 | $32,041.00 | $232,504.00 | $433,679.00 |
| Rodney Blum | R | $77,710.00 | $42,000.00 | $210,767.00 | $302,731.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Candidate Cycle Summary | | | | |
| **Name** | **Party** | **Cycle Raised** | **Cycle Spent** | **Ending COH** |
| Bruce Braley | D | $2,687,000 | $2,664,440 | $51,462 |
| Ben Lange | R | $1,079,677 | $1,075,866 | $3,810 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Major Democratic v. Republican IE Spending | | | | |
| **Name** | **Party** | **IE** | | |
| **DCCC** | **D** | **$0** | | |
| House Majority PAC |  | $136,720.77 | | |
| Other Democratic Spending |  | $391,419.57 | | |
| **NRCC** | **R** | **$416,014.45** | | |
| Other Republican Spending |  | $56,600.87 | | |
| **All Democratic Spending** |  | **$528,140.34** | | |
| **All Republican Spending** |  | **$567,728.40** | | |
|  |  |  |  | **$1,095,868.74** |

2012 DCCC Full Itemized Spending

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Field** | **IE** | **Other Spending** | **Total** |
| DCCC | $0.00 | $0.00 | $7.97 | $7.97 |



**2012 PAID COMMUNICATIONS THEMES**

* **N/A**

**ELECTION RESULTS**

**Congressional Statistics**

*(2 Party Only)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cycle** | **W/L** | **Candidate** | **Party** | **Vote** |
| 2012 | W | BRALEY | DEM | 57.8% |
| 2012 | L | LANGE | REP | 42.2% |
| 2010 | L | (redistricting) | DEM | 49.7% |
| 2010 | W | (redistricting) | REP | 50.3% |
| 2008 | W | (redistricting) | DEM | 60.8% |
| 2008 | L | (redistricting) | REP | 39.2% |

**Presidential Statistics**

*(2 Party Only)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Cycle** | **Candidate** | **Party** | **Vote** |
| 2012 | OBAMA | DEM | 56.9% |
| 2012 | ROMNEY | REP | 43.1% |
| 2008 | OBAMA | DEM | 59.1% |
| 2008 | MCCAIN | REP | 40.9% |

**DISTRICT DATA**

**DPI** 54.7%

**AfAm** 2.8%

**Hispanic**  2.5%

**Other 3.0%**

**Total Minority** 8.3%

**MAJOR CITIES**

**Cedar Rapids**

**MEDIA MARKETS**

**Cedar Rapids-Wtrlo-IWC & Dub** (86%)

$65 (Politics) / $125 (Issue)

**Des Moines-Ames** (8%)

$95 (Politics) / $210 (Issue)

**Rochester-Mason City-Austin** (4%)

$63 (Politics)/ $90 (Issue)

**Davenport-R.Island-Moline** (3%)

$140 (Politics) / $215 (Issue)

**IA-03 DISTRICT SUMMARY**

**FINANCIAL INFO**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 2014 Q1 Candidate Summary | | | | | |
| **Name** | **Party** | **Q1 Raised** | **Q1 Spent** | **Q1 COH** | **Cycle Raised** |
| Staci Appel | D | $263,591.00 | $162,665.00 | $470,416.00 | $763,173.00 |
| Dave Young | R | $78,081.00 | $78,971.00 | $132,845.00 | $476,162.00 |
| Matt Schultz | R | $170,949.00 | $34,304.00 | $136,645.00 | $170,949.00 |
| Monte Shaw | R | $203,937.00 | $35,491.00 | $168,445.00 | $203,937.00 |
| Robert Cramer | R | $212,653.00 | $133,916.00 | $78,736.00 | $212,653.00 |
| Brad Zaun | R | $56,746.00 | $10,203.00 | $46,542.00 | $56,746.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Candidate Cycle Summary | | | | |
| **Name** | **Party** | **Cycle Raised** | **Cycle Spent** | **Ending COH** |
| Leonard Boswell | D | $1,747,775 | $1,766,438 | $46,612 |
| Tom Latham | R | $3,412,780 | $3,886,262 | $117,560 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Major Democratic v. Republican IE Spending | | | | |
| **Name** | **Party** | **IE** | | |
| **DCCC** | **D** | **$1,481,231.39** | | |
| House Majority PAC | D | $496,134.21 | | |
| Other Democratic Spending | D | $121,094.65 | | |
| **NRCC** | **R** | **$444,899.03** | | |
| Other Republican Spending | R | $2,806,799.72 | | |
| **All Democratic Spending** *(Includes spending under $50,000)* |  | **$2,098,460.25** | | |
| **All Republican Spending** *(Includes spending under $50,000)* |  | **$3,251,698.75** | | |
|  |  |  |  | **$5,350,159.00** |

2012 DCCC Full Itemized Spending

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Field** | **IE** | **Other Spending** | **Total** |
| DCCC | $161,757.00 | $1,481,231.39 | $154,501.20 | $1,797,489.59 |

**ELECTION RESULTS**

**Congressional Statistics**

*(2 Party Only)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cycle** | **W/L** | **Candidate** | **Party** | **Vote** |
| 2012 | L | BOSWELL | DEM | 45.5% |
| 2012 | W | LATHAM | REP | 54.5% |
| 2010 | L | (redistricting) | DEM | 45.6% |
| 2010 | W | (redistricting) | REP | 54.4% |
| 2008 | W | (redistricting) | DEM | 50.5% |
| 2008 | L | (redistricting) | REP | 49.5% |

**Presidential Statistics**

*(2 Party Only)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Cycle** | **Candidate** | **Party** | **Vote** |
| 2012 | OBAMA | DEM | 52.2% |
| 2012 | ROMNEY | REP | 47.8% |
| 2008 | OBAMA | DEM | 53.1% |
| 2008 | MCCAIN | REP | 46.9% |

**MEDIA MARKETS**

**Des Moines** (79%)

$95 (Politics) / $210 (Issue)

**Omaha, NE** (21%)

$92 (Politics) / $135 (Issue)

**DISTRICT DATA**

**DPI** 50.7%

**AfAm**  3.3%

**Hispanic:** 4.7%

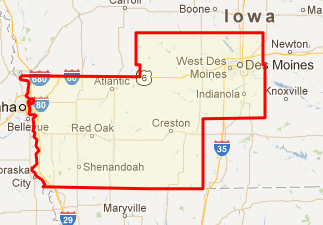
**Other**: 4.3%

**Total Minority**: 12.3%

**MAJOR CITIES**

**Des Moines**

**Council Bluffs**



**2012 PAID COMMUNICATIONS THEMES**

* **Boswell ran spots about the Latham family bank and their personal gain from TARP.**
* **Democratic allies ran argued that Latham wasn’t looking out for middle class Iowans citing Medicare, Social Security and bad trade deals.**
* **Latham and his allies ran positive spots about Latham’s personal history growing up on a seed farm. They turned their attention Boswell as a long time politician.**

**MI-01 DISTRICT SUMMARY**

**FINANCIAL INFO**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2014 Q1 Candidate Summary | | | | | | |
| **Name** | **Party** | | **Q1 Raised** | **Q1 Spent** | **Q1 COH** | **Cycle Raised** |
| Jerry Cannon | | D | $145,670.00 | $70,124.00 | $270,479.00 | $438,303.00 |
| Dan Benishek | | R | $145,417.00 | $66,766.00 | $654,483.00 | $980,086.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Candidate Cycle Summary | | | | |
| **Name** | **Party** | **Cycle Raised** | **Cycle Spent** | **Ending COH** |
| Gary McDowell | D | $1,497,727 | $1,488,710 | $9,065 |
| Dan Benishek | R | $2,224,860 | $2,171,929 | $88,651 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Major Democratic v. Republican IE Spending | | | | |
| **Name** | **Party** | **IE** | | |
| **DCCC** | **D** | **$731,418.54** | | |
| House Majority PAC | D | $511,639.92 | | |
| Other Democratic Spending | D | $2,361,457.57 | | |
| **NRCC** | **R** | **$1,622,619.42** | | |
| Other Republican Spending | R | $1,174,180.06 | | |
| **All Democratic Spending** |  | **$3,604,516.03** | | |
| **All Republican Spending** |  | **$2,796,799.48** | | |
|  |  |  |  | **$6,510,769.88** |

2012 DCCC Full Itemized Spending

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Field** | **IE** | **Other Spending** | **Total** |
| DCCC | $153,195.00 | $731,418.54 | $191,515.98 | $1,076,129.52 |

**ELECTION RESULTS**

**Congressional Statistics**

*(2 Party Only)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cycle** | **W/L** | **Candidate** | **Party** | **Vote** |
| 2012 | L | MCDOWELL | DEM | 49.7% |
| 2012 | W | BENISHEK | REP | 50.3% |
| 2010 | L | (redistricting) | DEM | 41.4% |
| 2010 | W | (redistricting) | REP | 58.6% |
| 2008 | W | (redistricting) | DEM | 58.5% |
| 2008 | L | (redistricting) | REP | 41.5% |

**Presidential Statistics**

*(2 Party Only)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Cycle** | **Candidate** | **Party** | **Vote** |
| 2012 | OBAMA | DEM | 45.8% |
| 2012 | ROMNEY | REP | 54.2% |
| 2008 | OBAMA | DEM | 50.6% |
| 2008 | McCAIN | REP | 49.4% |

**MEDIA MARKETS**

**Traverse City-Cadillac** (59%)

$65 (Politics) / $94 (Issue)

**Marquette** (29%)

$40 (Politics) / $57 (Issue)

**Alpena** (6%)

$30 (Politics) / $43 (Issue)

**Green Bay-Appleton** (3%)

$85 (Politics) / $116 (Issue)

**Duluth-Superior** (2%)

$56 (Politics) / $80 (Issue)

**DISTRICT DATA**

**DPI** 46.8%

**AfAm** 1.5%

**Hispanic**  1.1%

**Other** 5.3%

**Total Minority** 7.9%

**MAJOR CITIES**

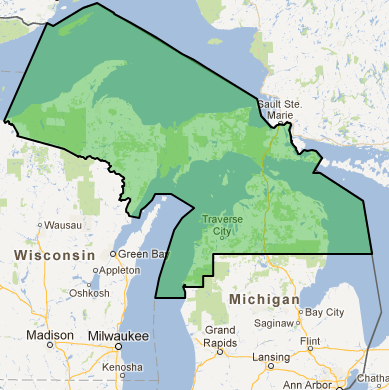
**Traverse City**

**Marquette  
Sault Ste. Marie**

**Alpena**

**2012 PAID COMMUNICATIONS THEMES**

* **McDowell and allies came out early to define Gary as not a typical politician – then attacked Benishek for the Ryan Budget and environmental issues – including Canadian Trash and the Clean Water Act.**
* **Benishek and allies hit hard early on Medicare – relying on tracking footage of Gary saying “we are taking so much money for healthcare at the end of life.” They closed by tying Gary to Jennifer Granholm and legislative tax hikes from his time in Lansing.**



**MI-07 DISTRICT SUMMARY**

**FINANCIAL INFO**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 2014 Q1 Candidate Summary | | | | | |
| **Name** | **Party** | **Q1 Raised** | **Q1 Spent** | **Q1 COH** | **Cycle Raised** |
| Pam Byrnes | D | $221,833.00 | $97,950.00 | $423,342.00 | $613,946.00 |
| Tim Walberg | R | $189,403.00 | $826,648.00 | $836,670.00 | $904,440.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Candidate Cycle Summary | | | | |
| **Name** | **Party** | **Cycle Raised** | **Cycle Spent** | **Ending COH** |
| Kurt Haskell | D | $101,141 | $101,252 | $0 |
| Tim Walberg | R | $1,533,549 | $1,309,734 | $276,102 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Major Democratic v. Republican IE Spending | | | | |
| **Name** | **Party** | **IE** | | |
| **DCCC** | **D** | **$0** | | |
| House Majority PAC | D | $0 | | |
| Other Democratic Spending | D | $0 | | |
| **NRCC** | **R** | **$0** | | |
| Other Republican Spending | R | $546.02 | | |
| **All Democratic Spending** |  | **$0** | | |
| **All Republican Spending** |  | **$546.02** | | |
|  |  |  |  | **$546.02** |

2012 DCCC Full Itemized Spending

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Field** | **IE** | **Other Spending** | **Total** |
| DCCC | $0 | $0 | $0 | $0 |

**MEDIA MARKETS**

**Lansing** (44%)

$96 (Politics) / $138 (Issue)

**Detroit, MI** (36%)

$325 (Politics) / $405 (Issue)

**Toledo, OH** (14%)

$131 (Politics) / $189 (Issue)

**Grand Rapids-Kalmzoo** (6%)

$170 (Politics) / $254 (Issue)

**DISTRICT DATA**

**DPI** 46.9%

**AfAm** 4.0%

**Hispanic**  3.1%

**Other 3.3%**

**Total Minority** 10.4%

**MAJOR CITIES**

**Jackson**

**Monroe**

**ELECTION RESULTS**

**Congressional Statistics**

*(2 Party Only)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cycle** | **W/L** | **Candidate** | **Party** | **Vote** |
| 2012 | L | HASKELL | DEM | 44.6% |
| 2012 | W | WALBERG | REP | 55.4% |
| 2010 | L | (redistricting) | DEM | 45.1% |
| 2010 | W | (redistricting) | REP | 54.9% |
| 2008 | W | (redistricting) | DEM | 52.1% |
| 2008 | L | (redistricting) | REP | 47.9% |

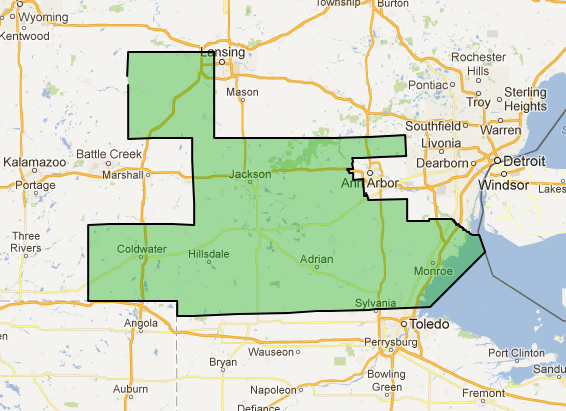
**Presidential Statistics**

*(2 Party Only)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Cycle** | **Candidate** | **Party** | **Vote** |
| 2012 | OBAMA | DEM | 48.4% |
| 2012 | ROMNEY | REP | 51.6% |
| 2008 | OBAMA | DEM | 51.7% |
| 2008 | McCAIN | REP | 48.3% |

**2012 PAID COMMUNICATIONS THEMES**

* **There was not a competitive race in this district in 2012**



**MI-11 DISTRICT SUMMARY**

**FINANCIAL INFO**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 2014 Q1 Candidate Summary | | | | | |
| **Name** | **Party** | **Q1 Raised** | **Q1 Spent** | **Q1 COH** | **Cycle Raised** |
| Nancy Skinner | D | N/A | N/A | N/A | N/A |
| Anil Kumar | D | $307,844.00 | $174,074.00 | $610,541.00 | $626,624.00 |
| Kerry Bentivolio | R | $110,731.00 | $90,180.00 | $129,499.00 | $403,655.00 |
| David Trott | R | $587,335.00 | $256,543.00 | $1,041,521.00 | $1,686,419.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Candidate Cycle Summary | | | | |
| **Name** | **Party** | **Cycle Raised** | **Cycle Spent** | **Ending COH** |
| Syed Taj | D | $705,593 | $698,355 | $7,238 |
| Kerry Bentivolio | R | $588,811 | $585,301 | $3,509 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Major Democratic v. Republican IE Spending | | | | |
| **Name** | **Party** | **IE** | | |
| **DCCC** | **D** | **$0** | | |
| House Majority PAC | D | $0 | | |
| Other Democratic Spending | D | $310,010.51 | | |
| **NRCC** | **R** | **$0** | | |
| Other Republican Spending | R | $873,182.18 | | |
| **All Democratic Spending** |  | **$310,010.51** | | |
| **All Republican Spending** |  | **$873,182.18** | | |
|  |  |  |  | **$1,183,192.69** |

2012 DCCC Full Itemized Spending

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Field** | **IE** | **Other Spending** | **Total** |
| DCCC | $0.00 | $0.00 | $10,000.00 | $10,000.00 |

**DISTRICT DATA**

**DPI** 44.3%

**AfAm** 4.7%

**Hispanic**  2.6%

**Other** 9.5%

**Total Minority** 16.8%

**MAJOR CITIES**

**Troy**

**Livonia**

**ELECTION RESULTS**

**Congressional Statistics**

*(2 Party Only)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cycle** | **W/L** | **Candidate** | **Party** | **Vote** |
| 2012 | L | TAJ | DEM | 46.6% |
| 2012 | W | BENTIVOLIO | REP | 53.4% |
| 2010 | L | (redistricting) | DEM | 38.5% |
| 2010 | W | (redistricting) | REP | 61.5% |
| 2008 | L | (redistricting) | DEM | 45.4% |
| 2008 | W | (redistricting) | REP | 54.6% |

**Presidential Statistics**

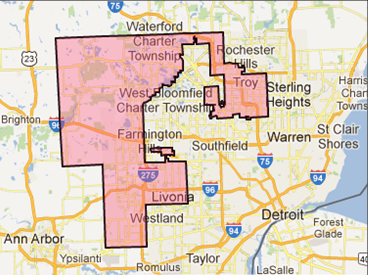
*(2 Party Only)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Cycle** | **Candidate** | **Party** | **Vote** |
| 2012 | OBAMA | DEM | 47.3% |
| 2012 | ROMNEY | REP | 52.7% |
| 2008 | OBAMA | DEM | 51.0% |
| 2008 | McCAIN | REP | 49.0% |

**MEDIA MARKETS**

**Detroit** (100%)

$325 (Politics) / $405 (Issue)



**2012 PAID COMMUNICATIONS THEMES**

* **This race was not heavily contested in the general election but there was significant spending in the Republican primary and in a special election that occurred on the same day.**

**NH-01 DISTRICT SUMMARY**

**FINANCIAL INFO**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 2014 Q1 Candidate Summary | | | | | |
| **Name** | **Party** | **Q1 Raised** | **Q1 Spent** | **Q1 COH** | **Cycle Raised** |
| Carol Shea-Porter | D | $199,935.00 | $44,826.00 | $513,897.00 | $735,911.00 |
| Frank Guinta | R | $154,506.00 | $62,741.00 | $219,907.00 | $326,009.00 |
| Daniel Innis | R | $61,442.00 | $35,813.00 | $56,669.00 | $167,837.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Candidate Cycle Summary | | | | |
| **Name** | **Party** | **Cycle Raised** | **Cycle Spent** | **Ending COH** |
| Carol Shea-Porter | D | $1,720,667 | $1,696,702 | $24,944 |
| Frank Guinta | R | $1,903,770 | $1,869,673 | $34,444 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Major Democratic v. Republican IE Spending | | | | |
| **Name** | **Party** | **IE** | | |
| **DCCC** | **D** | **$1,989,559.24** | | |
| House Majority PAC | D | $113,994.64 | | |
| Other Democratic Spending | D | $221,926.53 | | |
| **NRCC** | **R** | **$338,233.32** | | |
| Other Republican Spending | R | $2,281,196.08 | | |
| **All Democratic Spending** |  | **$2,325,480.41** | | |
| **All Republican Spending** |  | **$2,619,429.40** | | |
|  |  |  |  | **$4,944,909.81** |

2012 DCCC Full Itemized Spending

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Field** | **IE** | **Other Spending** | **Total** |
| DCCC | $49,135.00 | $1,989,559.24 | $389,955.38 | $2,428,649.62 |

**MEDIA MARKETS**

**Boston (Manchester)** (92%)

$660 (Politics) / $875 (Issue)

**Portland-Auburn** (8%)

$120 (Politics) / $180 (Issue)

**DISTRICT DATA**

**DPI** 49.4%

**AfAm** 0.7%

**Hispanic**  1.4%

**Other** 1.4%

**Total Minority** 3.5%

**MAJOR CITIES**

**Manchester**

**Rochester**

**ELECTION RESULTS**

**Congressional Statistics**

*(2 Party Only)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cycle** | **W/L** | **Candidate** | **Party** | **Vote** |
| 2012 | W | SHEA-PORTER | DEM | 52.0% |
| 2012 | L | GUINTA | REP | 48.0% |
| 2010 | L | (redistricting) | DEM | 44.1% |
| 2010 | W | (redistricting) | REP | 55.9% |
| 2008 | W | (redistricting) | DEM | 53.2% |
| 2008 | L | (redistricting) | REP | 46.8% |

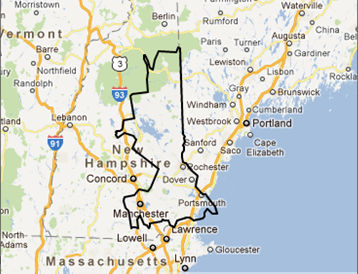
**Presidential Statistics**

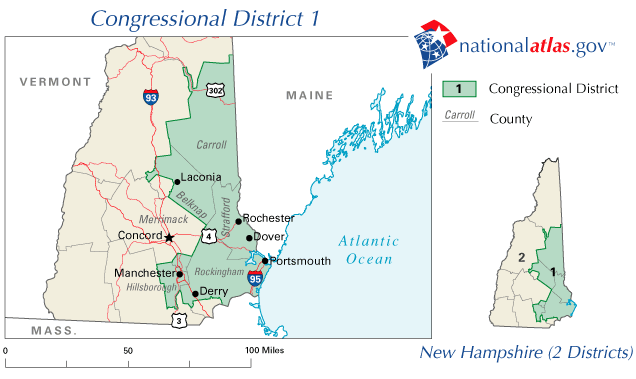
*(2 Party Only)*

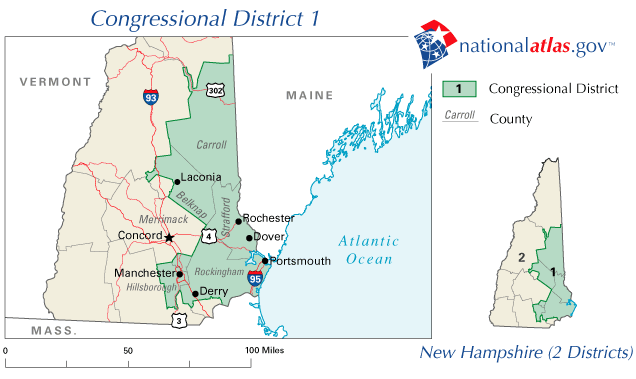
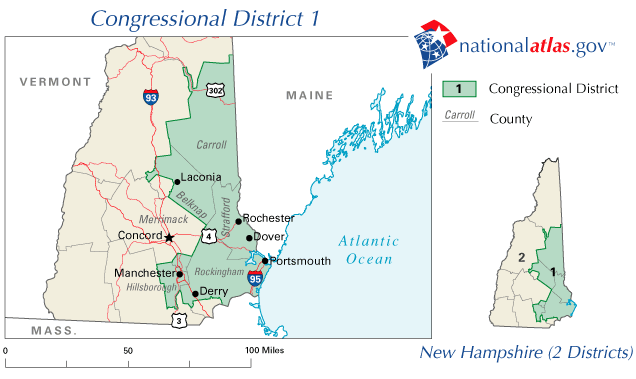
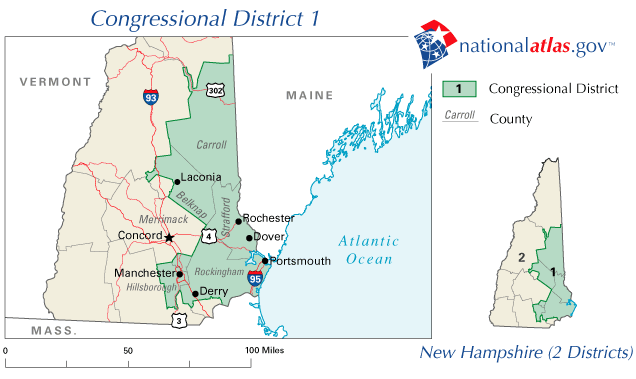
|  |  |  |  |
| --- | --- | --- | --- |
| **Cycle** | **Candidate** | **Party** | **Vote** |
| 2012 | OBAMA | DEM | 50.8% |
| 2012 | ROMNEY | REP | 49.2% |
| 2008 | OBAMA | DEM | 53.2% |
| 2008 | McCAIN | REP | 46.8% |

**2012 PAID COMMUNICATIONS THEMES**

* **Shea-Porter reminded voters that Guinta was named one of the most corrupt Members of Congress, spent the most on franked mail and belongs to the tea party.**
* **Guinta moderated himself in his ads, focusing on job creation, support for veterans and lowering taxes.**







**NH-02 DISTRICT SUMMARY**

**FINANCIAL INFO**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 2014 Q1 Candidate Summary | | | | | |
| **Name** | **Party** | **Q1 Raised** | **Q1 Spent** | **Q1 COH** | **Cycle Raised** |
| Annie Kuster | D | $402,539.00 | $100,796.00 | $1,371,257.00 | $1,740,228.00 |
| Gary Lambert | R | $75,767.00 | $34,494.00 | $259,814.00 | $321,176.00 |
| Marilinda Garcia | R | $69,050.00 | $44,622.00 | $58,646.00 | $111,080.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Candidate Cycle Summary | | | | |
| **Name** | **Party** | **Cycle Raised** | **Cycle Spent** | **Ending COH** |
| Annie Kuster | D | $3,161,003 | $3,173,921 | $6,803 |
| Charlie Bass | R | $2,066,087 | $2,072,140 | $25,622 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Major Democratic v. Republican IE Spending | | | | |
| **Name** | **Party** | **IE** | | |
| **DCCC** | **D** | **$2,004,006.42** | | |
| House Majority PAC | D | $576,746.39 | | |
| Other Democratic Spending | D | $694,983.04 | | |
| **NRCC** | **R** | **$1,798,271.72** | | |
| Other Republican Spending | R | $41,549.80 | | |
| **All Democratic Spending** |  | **$3,275,735.85** | | |
| **All Republican Spending** |  | **$1,839,821.52** | | |
|  |  |  |  | **$5,115,557.37** |

2012 DCCC Full Itemized Spending

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Field** | **IE** | **Other Spending** | **Total** |
| DCCC | $87,780.00 | $2,004,006.42 | $337,094.38 | $2,428,880.80 |

**MEDIA MARKETS**

**Boston (Manchester)** (76%)

$660 (Politics) / $875 (Issue)

**Burlington-Plattsburgh** (20%)

$105 (Politics) / $145 (Issue)

**Portland-Auburn** (4%)

$120 (Politics) / $180 (Issue)

**DISTRICT DATA**

**DPI** 53.2%

**AfAm** 0.6%

**Hispanic**  1.4%

**Other** 1.6%

**Total Minority** 4.4%

**MAJOR CITIES**

**Concord**

**Berlin**

**2012 PAID COMMUNICATIONS THEMES**

* **Republicans painted Kuster as a liberal who supports Obamacare and stimulus packages, and Bass as a pro-choice moderate who cares about women and working people.**
* **Democrats said Bass is anti-middle class, tight with DC lobbyists; Kuster will work together for middle class families.**

**ELECTION RESULTS**

**Congressional Statistics**

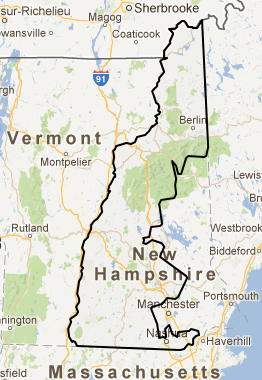
*(2 Party Only)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cycle** | **W/L** | **Candidate** | **Party** | **Vote** |
| 2012 | W | KUSTER | DEM | 52.5% |
| 2012 | L | BASS | REP | 47.5% |
| 2010 | L | (redistricting) | DEM | 49.0% |
| 2010 | W | (redistricting) | REP | 51.0% |
| 2008 | W | (redistricting) | DEM | 57.5% |
| 2008 | L | (redistricting) | REP | 42.5% |

**Presidential Statistics**

*(2 Party Only)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Cycle** | **Candidate** | **Party** | **Vote** |
| 2012 | OBAMA | DEM | 54.9% |
| 2012 | ROMNEY | REP | 45.1% |
| 2008 | OBAMA | DEM | 56.5% |
| 2008 | McCAIN | REP | 43.5% |



**NV-03 DISTRICT SUMMARY**

**FINANCIAL INFO**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2014 Q1 Candidate Summary | | | | | | |
| **Name** | **Party** | | **Q1 Raised** | **Q1 Spent** | **Q1 COH** | **Cycle Raised** |
| Erin Bilbray | D | $271,528.00 | | $90,533.00 | $426,518.00 | $689,348.00 |
| Joe Heck | R | $365,086.00 | | $146,240.00 | $1,238,995.00 | $1,482,854.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Candidate Cycle Summary | | | | |
| **Name** | **Party** | **Cycle Raised** | **Cycle Spent** | **Ending COH** |
| John Oceguera | D | $1,534,013 | $1,530,430 | $3,582 |
| Joe Heck | R | $2,423,277 | $2,346,654 | $231,236 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2012 Major Democratic v. Republican IE Spending | | | | |
| **Name** | **Party** | **IE** | | |
| **DCCC** | **D** | **$2,252,671.21** | | |
| House Majority PAC | D | $363,833.17 | | |
| Other Democratic Spending | D | $136,579.89 | | |
| **NRCC** | **R** | **$1,605,611.15** | | |
| Other Republican Spending | R | $1,342,675.95 | | |
| **All Democratic Spending** |  | **$2,753,084.27** | | |
| **All Republican Spending** |  | **$2,948,287.10** | | |
|  |  |  |  | **$5,701,371.37** |

2012 DCCC Full Itemized Spending

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Field** | **IE** | **Other Spending** | **Total** |
| DCCC | $152,675.00 | $2,252,671.21 | $196,183.25 | $2,601,529.46 |

**DISTRICT DATA**

**DPI** 50.4%

**AfAm** 5.9 %

**Hispanic**  13.5 %

**Other 16.2%**

**Total Minority** 35.6%

**MAJOR CITIES**

**Las Vegas suburbs**

**Henderson**

**MEDIA MARKETS**

**Las Vegas** (100%)

$270 (Politics) / $375 (Issue)

**ELECTION RESULTS**

**Congressional Statistics**

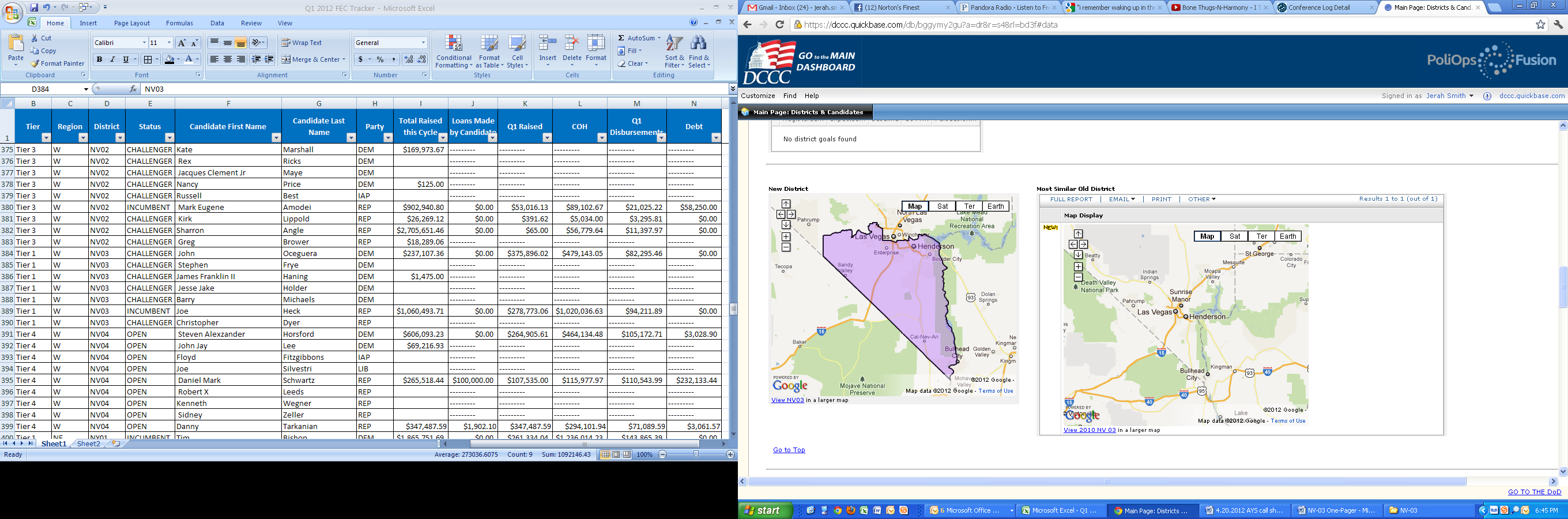
*(2 Party Only)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cycle** | **W/L** | **Candidate** | **Party** | **Vote** |
| 2012 | L | OCEGUERA | DEM | 45.9% |
| 2012 | W | HECK | REP | 54.1% |
| 2010 | L | (redistricting) | DEM | 47.0% |
| 2010 | W | (redistricting) | REP | 52.0% |
| 2008 | W | (redistricting) | DEM | 51.2% |
| 2008 | L | (redistricting) | REP | 48.8% |

**Presidential Statistics**

*(2 Party Only)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Cycle** | **Candidate** | **Party** | **Vote** |
| 2012 | OBAMA | DEM | 50.4% |
| 2012 | ROMNEY | REP | 49.6% |
| 2008 | OBAMA | DEM | 54.5% |
| 2008 | McCAIN | REP | 45.5% |



**2012 PAID COMMUNICATIONS THEMES**

* **Oceguera and allies hit Heck on his record of opposing Social Security and women’s health.**
* **Heck and friends called Oceguera corrupt and a hypocrite that manipulated the public employee system while others were losing their jobs.**