

Race specific bullets:

- Cities, media market
- Cook/Rothenberg Ranking
- **Two sentence summary of personal story, job, family life. RELEVANT EMOTIONAL INFO**
- Top line race narrative :
  - Noteworthy Republican incumbent weakness
  - Noteworthy Democratic challenger strength
- Demographic stats on minorities/population makeup of district
  - Trump impact – specific to district if possible.
  - Presidential or Senate battleground overlap?
- Latest fundraising
- Other relevant points – recent hits/interesting updates/etc

## NEBRASKA'S 2ND DISTRICT

### District Facts & Media Market:

- NE-02 is located along the state's eastern border and neighbors IA-03's Pottawattamie County. The district is made up of all of Douglas County and the rural western portion of Sarpy County. Douglas County holds the city of Omaha, which according to NCEC, makes up 78.3% of expected vote in the district.
- The minority populations within the district are mainly concentrated in the eastern portion of Douglas County with the exception of the city of La Vista in Sarpy. African American population pockets can be found in the center of Omaha in Midtown and Benson as well as North Omaha and Bennington. Concentrations of Hispanics can be found in Douglas County cities of Old Market, South Omaha, and Ralston as well as La Vista in Sarpy County.
- Omaha is the only media market in this district.
- The local press has a great relationship with Ashford and he receives good coverage as a result. Ashford's communications director was a longtime reporter in Omaha.
- The NRCC's attacks on Ashford have mostly fallen on deaf ears as far as earned media is concerned.

### Congressman Brad Ashford:

- Served in Nebraska's legislature for sixteen years before being elected as Congressman for NE-02 in 2014. He represented Nebraska's District 20 in the legislature from 2007-2015, which makes up 6.8% of currently registered voters in NE-02 in the area west of downtown Omaha in the cities of Oakdale, Westside, and Northwest Community Council in both Douglas and Sarpy counties.
- Raised in a 5th generation Nebraskan family, he learned the value of hard work and small business as a boy stocking shelves at his parents' small business, the Nebraska Clothing Company. Not only did he learn the meaning of an honest day's work, but his family also instilled in him the importance of investing in and giving back to one's community. Brad went on to attend Westside High School. In an effort to combat a local boycott of Jewish-owned

businesses in the 1930's, Ashford's grandfather played a central role in forming The National Conference of Christians and Jews, now known as Inclusive Communities.

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## **COLORADO'S 6<sup>TH</sup> DISTRICT**

### **District Facts & Media Market:**

- Colorado's 6<sup>th</sup> Congressional District contains the inner suburbs and exurbs of Denver; including the heavily Democratic Aurora as well as the wealthier, Republican-leaning exurban areas around the city. Voters here vary between upper-middle class suburban voters and urban minority voters.
- The district's population centers are Aurora (40.3% of total expected vote), Centennial, and Littleton within Arapahoe County. Highlands Ranch to the south in Douglas County, and the city of Brighton and North Aurora within Adams County to the north are also main population centers for the district.
- Hispanics / Latinos are the district's largest minority group, at 11.6% of the Citizen Voting Age Population (CVAP), followed by African Americans who account for another 9%. Hispanic communities exist within Aurora as well as the northwest and central areas of Brighton. The African American population is centered around both Denver and Aurora.
- The expensive Denver Media Market is the only media market in the district. We believe that the Republican top-of-ticket disaster means that Coffman will need to spend a lot of resources trying to distance himself from national Republicans.

### **Morgan Carroll:**

- Former Senate Majority Leader and Senate Minority Leader.
- Currently State Senator representing roughly 14.2% of the total CO-06 2016 expected vote, including heavily Democratic bases.
- Represented portions of CO-06 since 2004.
- A lifelong Coloradan with deep family roots in the state, Morgan worked at a gas station, a video store, as a pizza delivery driver, as a fast food worker and as an office secretary – all without benefits and health insurance – to pay the bills and put herself through CU Denver and CU School of Law. Following law school, Morgan and her mother opened up one of the only mother-daughter law firms in the country where they advocated for people with disabilities and people whose legal rights were being threatened.

### **Race Ratings:**

- Toss-Up (Cook Report)
- Lean Republican (Rothenberg & Gonzales)

### **Narrative & Notable Hits:**

#### **Morgan has a record of delivering real results for hardworking Coloradans.**

- Morgan's successes include helping to cap college tuition hikes at state schools, lowering healthcare costs, supporting small businesses to create good paying jobs, securing military family housing at the Buckley Air Force Base, and creating the Military Family Relief Fund to help families experiencing hardship as a result of deployment – among many others.

- In one of her most impressive accomplishments, she took on the entire Colorado lobbying industry to pass tough new rules limiting the influence that the well-connected and well-funded have over our government.
- Republicans have desperately tried to hit Morgan for being “soft on terrorism” and are looking to take advantage of Obama’s plan to close Gitmo and potentially move the prisoners to Colorado. We expect this to be a major theme of the Republican paid media against Morgan.

**Congressman Coffman pretends to be a moderate when it’s politically convenient but his record is way out-of-touch with the majority of the district.**

- Coffman wants to slash student aid, balance the budget on the backs of middle class families, privatize Social Security and turn Medicare into a voucher program. Last year he voted against the widely bipartisan highway bill, ex-im bank reauthorization, and budget deal. In short, his record is far out of the mainstream for this swing district.
- Coffman has voted repeatedly to defund Planned Parenthood even after using their logo in an ad last cycle – blatant hypocrisy that was called out in the local press this cycle. This is bad news in a district that supports choice.
- Coffman has pledged to support Donald Trump if he is the nominee and has refused to denounce his most extreme rhetoric. Either Cruz or Trump would be a disaster for Coffman.
- Coffman has an offensive and extreme record on immigration that he will be impossible to hide from if Trump or Cruz is the nominee. In fact, one prominent Hispanic elected leader said Coffman led the way for Trump because Coffman said Obama was in his heart “not an American,” declared that the DREAM Act would be a “nightmare,” and supported English-only legislation, among his many other anti-immigration reform votes and statements.

**Top-of-Ticket**

- This could easily be one of the most impacted races by a Trump or Cruz candidacy. Either one of them would be a disaster for Coffman.
- There is a competitive Senate race, but the Republicans are locked in a nasty primary and Bennett appears safer than originally thought.
- The paid media landscape will be very crowded in the Denver market.

**Fundraising:**

- **Mike Coffman:** Q1 2016: \$352,513; COH: \$1,312,108
- **Morgan Carroll:** Q1 2016: \$331,205 ; COH: \$641,091

**Bottom Line:**

- The top-of-ticket will be a disaster for Coffman because it exposes his extreme record and makes it difficult for him to break through the Presidential and Senate paid media in this expensive market. Coffman has been on the defensive for his votes this cycle, while Republicans have struggled to define Morgan.
- Reporters have long perceived Coffman as an unusually strong incumbent after winning two elections in a district that voted for Obama twice. This narrative is false. Coffman barely won reelection in 2012 against an underfunded challenger, has voted against Planned Parenthood repeatedly, and has never beat someone with such deep roots in the district.

Utah's 4<sup>th</sup> District