

## CAMPAIGN MEMO

**To:** [...]

**From:** [...]

**Re:** Alison for Kentucky – Media Plan

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Enclosed is a summary of media planning elements for Alison Lundergan Grimes's 2014 General Election bid for U.S. Senate.

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### Story of the Candidate

*Details Alison Lundergan Grimes' personal biography and key issue positions. This section defines the narrative and candidate story, and will ultimately serve as the backdrop of Lundergan Grimes' candidacy as an issue-based candidate.*

Alison Lundergan Grimes's upbringing and overall career trajectory has primed her for a future in public service with a unique perspective into economic, social and local community issues particularly in Kentucky's 76th district and the greater Lexington area. Lundergan Grimes is the middle of five daughters born to Kentucky's former Democratic Party chairman and state representative to Kentucky's 76th district, Jerry Lundergan. Lundergan Grimes describes herself as having been raised to "really know that women matter," with a fundamental understanding that "women count, women aren't just to be seen, but to be heard." From her early childhood Lundergan Grimes was instilled a strong sense of civic duty and obtained keen insight into Kentucky's political underpinnings—as a young girl, she spent her spare time out on the field, working as a campaign spokesperson for her father, reading precinct lists and assisting in GOTV activities in Kentucky's 76th district. Though Lundergan Grimes seemed poised for a career in public office, she initially pursued one in medicine prior to a somewhat revelatory fainting spell she took during a surgery demonstration at Brown University.

Following her short-lived medical stint, Lundergan Grimes make a course correction towards law—after graduating from Rhodes College in Memphis with a degree in political science, Lundergan Grimes went on to earn her law degree from American University. Lundergan Grimes entered the private sector and practiced business litigation

in Lexington for seven years, on the track towards partnership. Lundergan Grimes's foray into public service followed her win in a meaningful domestic violence case for a single mother in Fayette County—her client's gratitude left a lasting impression on the future U.S. Senate candidate. Lundergan Grimes made the decision to pursue the Secretary of State post in Kentucky and, following a well-run campaign, won the office in 2012 with more votes than any other candidate on the ticket. She remains the youngest woman serving as Secretary of State, and is also, notably the only woman in statewide office in the Commonwealth.

Lundergan Grimes currently resides in Lexington, Kentucky with her husband Andrew and their Bernese Mountain dog, Nala. Her hobbies include working out, historic preservation and antiquing, and sustaining her late grandmother's chocolate fudge recipe.

### Issues

**Lundergan Grimes Takes on Issue of Secure Military Voting.** In the Winter 2012 issue of *STORY Magazine*, Lundergan Grimes is exemplified as a strong advocate for a secure, streamlined voting process for men and women serving the military abroad. Lundergan Grimes made a trip to the Middle East in September 2012 to witness military voting firsthand and gained support from both the Speaker of the House and President of the Senate on the issue of military voting (Senate Bill 1). [STORY Magazine, [11/02/12](#)]

**Lundergan Grimes Backs Keystone Pipeline.** An April 2014 *Courier Journal* article published a statement by Lundergan Grimes backing the XL Keystone Pipeline and calling on President Obama to support the measure. As part of her official statement, Lundergan Grimes linked the pipeline to job creation saying: "Putting Americans back to work in good-paying jobs that strengthen the middle class is my top priority and it should be the federal government's as well." [Courier Journal, [04/23/14](#)]

**Lundergan Grimes Supports Delay on ACA Requirements.** In an August 2013 *Huffington Post* article, Lundergan Grimes stated her support on delaying the Affordable Care Act's small business requirement to provide medical coverage to their employees. [Huffington Post, [08/03/13](#)]

**Lundergan Grimes Takes Pro-Choice Stance on Abortion.** In an August 2013 *Huffington Post* article, Lundergan Grimes discusses her pro-choice stance on abortion and support of the Supreme Court decision in *Roe v. Wade*. On abortions, Lundergan Grimes is quoted as saying: "I think that this is the kind of choice that has to be up to the woman, her God and her doctor." [Huffington Post, [08/03/13](#)]

**Lundergan Grimes Pens Op-Ed in Support of Minimum Wage Hike.** In an April 2014 op-ed published in the *Courier Journal*, Lundergan Grimes discusses the necessity of raising the minimum wage for all Kentuckians, referencing her shared view with President Clinton that it is "pro-work, pro-business and pro-family." Lundergan Grimes writes that a minimum wage increase would be her first order of business as U.S. Senator

to cut unemployment, create jobs and bolster the state's economy. [Courier Journal, [04/13/14](#)]

### Endorsements

- Elizabeth Warren, U.S. Senator
- Hillary Clinton, former U.S. Secretary of State
- The Courier-Journal
- Lexington Herald-Leader
- Jerry Abramson, Lieutenant Governor of Kentucky
- Steve Beshear, Governor of Kentucky
- Julian Carroll, member of the Kentucky Senate and former Governor of Kentucky
- Bill Clinton, former President of the United States
- Martha Layne Collins, former Governor of Kentucky
- EMILY's List, PAC
- Wendell Ford, former Governor of Kentucky
- Ashley Judd, actress
- Jeffrey Katzenberg, CEO of Dreamworks
- Kentucky AFL-CIO
- Kentucky Professional Firefighters Association
- Lilly Ledbetter, women's equality activist
- Paul Patton, former Governor of Kentucky
- Jody Richards, member of the Kentucky House of Representatives
- Greg Stumbo, Speaker of the Kentucky House of Representatives
- John Yarmuth, U.S. Representative

### **The Opposition**

*Provides an overview of the opponent, incumbent Senator Mitch McConnell, and defines his most critical vulnerabilities. This section will serve to delineate key messages, specifically tailored for campaign offensives.*

Name: Addison Mitchell "Mitch" McConnell  
Born: February 20, 1942 (birthplace: Tuscumbia, Alabama)  
Home: Louisville, Kentucky  
Education: J.D., University of Kentucky Law School, Kentucky  
BA, University of Louisville, Kentucky  
Career: Deputy U.S. Attorney for Legislative Affairs  
Judge-Executive of Jefferson County, Kentucky  
Elected Office: Senate Minority Leader 2007-present  
US Senator (Kentucky) 1985-present  
Organizations: Member, Committee on Agriculture, Nutrition, and Forestry  
Member, Appropriations Committee  
Member, Rules and Administration Committee  
Member, Select Committee on Intelligence

**McConnell on Kentucky Job Creation: “That is Not My Job.”** In an April 2014 *Huffington Post* article, McConnell is quoted from an earlier *Beattyville Enterprise* story as saying “that is not my job” in response to the issue of local economic development. [Huffington Post, [04/24/14](#)]

**McConnell Supports Biden-Backed Gun Control.** In 1991, McConnell voted for a crime bill (S. 1241), sponsored by then Sen. Joe Biden (D-DE), imposing waiting periods for handgun purchases and an arms ban on 14 types of assault style weapons. [[Roll Call 102, S1, 07/11/91](#)]

**McConnell Camp Takes Jab at Opponent’s Family on Twitter.** Following the April 2014 release of GOP primary challenger Matt Bevin’s latest TV ad featuring his two daughters, a McConnell affiliate attacked the ad on Twitter with the quote: “I was waiting for ‘My dad went to MIT!’”—the tweet was promptly deleted without apology or explanation. [Twitter, [04/22/14](#)]

**McConnell Places Utmost Importance on Making Obama One-Term President.** In an October 2010 interview published in the *National Journal*, McConnell is quoted as saying: “The single most important thing we want to achieve is for President Obama to be a one-term president.” [National Journal, [10/23/10](#)]

**McConnell Supports Ryan Budget Slated to Cut Childcare Funding.** In a document released by the Senate Appropriations Committee outlining the impact of the McConnell-backed Ryan Budget, the GOP plan is slated to cut the child care budget by 19% nationwide, resulting an increase in 1,700 underserved children in Kentucky. [Senate Appropriations Committee Majority Staff, Impact of House Republican Budget, accessed [04/17/14](#)]

### **District Profile**

*Defines the political landscape of the Commonwealth of Kentucky. This section serves as a situational analysis to inform and support the key issues of the race by illustrating the district’s unique political environment.*

The Bluegrass state boasts a vast and complex history, marking its political landscape as multifaceted and making it an interesting arena for both statewide and national elections. Kentucky leans red, though Democrats have been veritable Election Day contenders—there are nearly 1.7 million registered Democrats across the state versus over 1.1 million registered Republicans. Even with this advantage, President Barack Obama has increasingly become a vilified figure on both sides of the aisle, with a dwindling job approval rating in the low 30s. General election results have only further illustrated this point—in 2012, President Obama lost Kentucky’s eight electoral votes by over 400,000 votes, winning a meager four counties out of 120. On the state level, Democrats control the house (54-46), while Republicans hold the state senate (23-14).

Kentucky’s population is relatively small, at approximately 4.3 million, and remains predominately white, conservative and protestant—the racial breakdown is 85.6% white,

8.2% black, 3.3% Latino, 1.3% Asian, and 0.3% American Indian. Kentucky is also one of the poorest states in the nation with 18.6% of its population living below poverty, according to estimates released by the U.S. Census Bureau—the statewide unemployment rate is at 6.7% and median income is \$42,610. Additionally, there has been an evident level of anti-Washington tension across the state. Kentuckians have shown frustration in regards to their economic prospects as well as what has been considered increasingly left-leaning agendas—this encapsulates legislation such as the ACA and emissions regulations that have impacted the state’s coal interests. As one of the nation’s top three coal producing states, coal is not only king in Kentucky and also powers nearly all of the state’s electricity.

### **Polling and Data Analysis**

*Analyzes recent polling to gauge public perceptions of the candidate and the state of the race. This analysis will serve to formulate the campaign strategy and message by illustrating the key issues at play as well as how the strengths and weaknesses of the candidate.*

Recent public polling from the 2014 U.S. Senate race demonstrates an electorate disillusioned with Washington and the Obama administration. In an October NBC News/Marist Poll, 60% of registered Kentucky voters disapproved of the president. As this disapproval has shown nationwide, and particularly in Kentucky, in the recent midterm elections, Democratic candidates have a difficult time delineating their candidacies from the president and his administration. Respondents identified job creation and economic growth as their top concern. Also notable in this poll is the ideological identification of voters—a plurality of respondents fall under the moderate-conservative spectrum, suggesting that there may be a need for Lundergan Grimes to run within a conservative Democrat framework.

In addition to public polling data, there is valuable exit poll information available from the November Senate race. The November NBC News exit poll, for instance, shows black voters, particularly black women, voted overwhelmingly for Grimes (90% for all blacks, 94% black women)—however whites voted overwhelmingly for Republican incumbent Mitch McConnell 60-37. Grimes lost to McConnell among women by 3 points, and men by a 25-point margin. McConnell also fared far better with older voters, while Grimes held a slight lead among the 25-29 age cohort. McConnell also won among Independents by 23 points.

Also noteworthy in the NBC News exit poll:

- 72% of respondents believe that the country is seriously on the wrong track
- 54% hold negative views toward the Democratic party
- 64% of respondents are gun owners, a plurality of whom voted for McConnell
- 41% of voters said no one contacted them about voting for either McConnell or Grimes
- 58% of voters said no one contacted them about voting for Grimes
- 46% of voters viewed Grimes as too liberal

- 46% of voters said Obama was not a factor in their voting decisions
- Jefferson County was the sole geographic area in which Grimes outperformed McConnell
- McConnell outpaced Grimes in: Eastern Kentucky, Bluegrass Country, Louisville Suburbs and Western Kentucky

### **Electoral Targeting**

*Evaluates relevant past elections to illustrate voting behavior and turnout and define the political and demographic profile of voters to capture in order to win the election.*

Based on the voter registration records from the Kentucky State Board of Elections, the breakdown of registered voters, as of 2014, is as follows:

|             |           |
|-------------|-----------|
| Democrat    | 1,672,664 |
| Republican  | 1,196,183 |
| Other       | 236,499   |
| Male        | 1,463,564 |
| Female      | 1,641,651 |
| State Total | 3,105,349 |

Past election analysis of aggregated election data (attached), derived from the Kentucky State Board of Elections, covers the following elections:

- 2007 General Election: Attorney General
- 2008 General Election: United State Senate
- 2010 General Election: United States Senate
- 2011 General Election: Governor
- 2011 General Election: Secretary of State
- 2011 General Election: Attorney General

### State/National Elections:

| <b>Election</b>                                    | <b>Total Voters</b> | <b>Total Registered Voters</b> | <b>Voter Turnout</b> |
|--|---------------------|--------------------------------|----------------------|
| <b>2007 General Election: Attorney General</b>     | 1,021,292           | 2,840,898                      | 35.95%               |
| <b>2008 General Election: United States Senate</b> | 1,800,821           | 2,906,809                      | 61.95%               |
| <b>2010 General Election: United States Senate</b> | 1,355,758           | 2,885,775                      | 46.98%               |
| <b>2011 General Election: Governor</b>             | 833,139             | 2,944,603                      | 28.29%               |
| <b>2011 General Election: Secretary of State</b>   | 815,451             | 2,944,603                      | 27.69%               |
| <b>2011 General Election: Attorney General</b>     | 817,299             | 2,944,603                      | 27.76%               |

Presidential Elections:

| <b>Election</b>                             | <b>Total Voters</b> | <b>Total Registered Voters</b> | <b>Voter Turnout</b> |
|---|---------------------|--------------------------------|----------------------|
| <b>2008 General Election:<br/>President</b> | 1,826,508           | 2,906,809                      | 62.8%                |
| -Barack Obama (41%)                         | 751,985             |                                |                      |
| -John McCain (57%)                          | 1,048,462           |                                |                      |
| <b>2012 General Election:<br/>President</b> | 1,780,149           | 3,037,153                      | 58.6%                |
| -Barack Obama (38%)                         | 679,370             |                                |                      |
| -Mitt Romney (61%)                          | 1,087,190           |                                |                      |

The recommendation for a statewide goal is 850,000, with turnout expected to be around 48%. This election cycle is unique in that it will witness not only an increase in registered voters, but also significant media attention and record-breaking fundraising activity. While turnout will be slightly lower than presidential years, the electorate continues to grow and this more aggressive number is the goal.

With regard to U.S. Senate races in Kentucky, Democrats have won 2 of 8 elections since 1990 with an average Democratic victory performance of 57% in the two-party vote, and an average Democratic loss performance of 45% in the two-party vote. This represents a 12-point swing between winners and losers. These 180,000 persuadable voters will be identified via internal polling, demographic data, and voter file analysis.

Potential geographic advantages lie in historically high-performance counties including: Bath, Bourbon, Breathitt, Carroll, Carter, Elliott, Floyd, Franklin, Hancock, Henderson, Jefferson, Knott, Magoffin, Marion, Mclean, Menifee, Montgomery, Morgan, Muhlenberg, Nelson, Nicolas, Pike, Powell, Rowan, Trimble, Union, Webster, and Wolfe counties.

Base Voter Profile (based on 2014 exit polling)

- Race: White (Blacks vote overwhelmingly for Democrats, but make up a small portion of registered voters)
- Religion: Evangelical
- Age: 18-44
- Marital Status: Married
- Education: High school graduate or more
- Income: under \$100,000
- Ideology: Liberal & Moderate
- Party ID: Democrat & Independent or something else
- Church Attendance: A few times a year or more
- Homeowners
- Views: wrong track, too much government

Potential Persuadables (targeted groups that will provide the winning margin)

- Cross-pressured, moderates or independents who are pro-gun rights
- Cross-pressured, moderates or independents who are pro-choice
- Military families on the issue of military voting
- Conservative supporters of Kynect
- The 65+ age cohort on Medicare and Social Security
- White men in the 45-64 age cohort on economic issues
- Students, and the under 30 cohort on issue of affordable education
- Hispanic voters (target % of 41,000 eligible)
- Conservative women on the issues of the economy, healthcare and education
- Small city and rural, coal and farm families on issues of the economy and energy

**Message Development**

*Delineates campaign message, candidate vulnerabilities, and communications recommendations.*

The campaign plans to establish a message framing in Lundergan Grimes’ personal story particularly her accomplishments as Secretary of State, and deep roots (both personal and political) in the Commonwealth to demonstrate that she is a proven leader that knows what it takes to ensure a better future for all Kentuckians.

Recommendations for key themes and messages include:

- Washington outsider brining unparalleled leadership rooted in statewide experience and a keen understanding of state issues
- Strengthening the Kentucky economy through investments in energy, manufacturing and infrastructure jobs across the state
- Extending healthcare benefits through statewide system Kynect
- Protecting and ensuring Medicare and Social Security
- Protecting Kentucky’s coal families
- Ensuring a better quality of life for all Kentuckians
- Maintaining our strong Kentucky values and traditions

Message Box

|   |  |
|---|--|
| <p><b>WHAT WE’RE SAYING ABOUT US:</b><br/>A fellow Kentuckian deeply rooted in public service with a unique perspective into economic, social and local community issues.</p>   | <p><b>WHAT THE OPPOSING CAMPAIGN IS SAYING ABOUT ITSELF:</b><br/>An experienced leader with a proven record of action, gaining concessions from the Obama White House and securing both pork and tax relief for Kentucky families.</p>                                 |
| <p><b>WHAT WE’RE SAYING ABOUT OUR OPPONENT:</b><br/>A Washington insider putting DC interests over those of the Commonwealth. McConnell poses a threat to the things Kentuckians care most about: job creation, Social Security and Medicare, and healthcare.</p> | <p><b>WHAT THE OPPOSING CAMPAIGN IS SAYING ABOUT US:</b><br/>An inexperienced, Hollywood-backed politician who is at Obama’s beck-and-call (“Obama needs Alison Grimes”). Grimes is inexperienced and does not have what it takes to represent Kentucky interests.</p> |



There are several key vulnerabilities that Lundergan Grimes will likely need to address—these warrant further discussion and internal polling for message effectiveness:

- Low name ID and favorability ratings
- Liberal stances on social issues, such as abortion
- Partisanship connects Lundergan Grimes to the president and his administration; the fact that she served as a delegate to President Obama in 2012 is a significant vulnerability
- Lack of experience; inexperience had been often cited in public polling as the number one descriptor for Grimes
- Official campaign announcement had several notable missteps; media scrutiny at the national level
- Hollywood supporters

### Communications Recommendations

- **Positioning:** Candidate should be presented as a moderate, Clinton Democrat with statewide experience, well-versed in state issues and deeply rooted in Kentucky traditions
- **Direct Mail:** Targeted mail about delineated issues should be sent to potential persuadables who are predicted to be open to voting for Lundergan Grimes
- **Email:** Targeted emails will be distributed to campaign lists with campaign announcements, fundraising solicitations, press coverage, etc. following designated communications calendar
- **Surrogates:** Acquire a strong collection of surrogates deeply rooted in Kentucky politics, business, labor, coal interests, etc. from both sides of the aisle; maximize use of surrogates through joint events, fundraisers, etc. throughout the campaign trail (expand on current endorsement list)
- **Earned media:** Target key journalists who have spoken with and covered Lundergan Grimes in the past; pre-pitch news releases to a broad list of political reporters; target national and statewide publications, as well as local publications in counties with historically high democratic performance
- **Digital:** Distribute official campaign announcements via campaign website, email, and social channels (Twitter, Facebook, YouTube); refer media to campaign videos throughout earned media efforts; conduct targeted advertising campaigns on social channels following paid media calendar
- **Paid media:** Amplify direct mail with TV and radio buys in targeted precincts and demos; implement strategy for each region/county/DMA
- **Events:** Obtain speaking slot at Funny Farm 2015; launch post-primary speaking tour throughout Summer 2015; launch economic development tour throughout October-November; implement strategy for each region/county/DMA
- **General Timeline:** Run positive advocacy stage from May-August; run negative advocacy stage from September-November; biggest media and mail buys will be post-Labor Day

Target Media List (earned media efforts)

|  |   |                                      |
|--|---|--------------------------------------|
| Barren County Progress   | Huffington Post   | Meade County Messenger               |
| Bath County Bulletin   | Insider Louisville  | Politico                             |
| Bowling Green Daily News   | The Journal Times   | The State Journal                    |
| Central Kentucky News<br>cn2 (TV/Web, TWC,<br>Louisville, Northern<br>Kentucky, Lexington,<br>Evansville and Bowling<br>Green) | Kentucky Monthly<br>(Magazine)  | The Voice Tribune                    |
| The Courier-Journal  | Kentucky New Era  | Washington Examiner                  |
| Evansville Courier & Press   | The Kentucky Post   | Washington Post                      |
| Franklin Favorite  | The Kentucky Standard   | WDRB (TV/Web, Louisville)            |
| The Gleaner  | Lexington Herald Leader   | WFPL News (Radio/Web,<br>Louisville) |
| Hart County News-Herald  | The Louisville Cardinal<br>(University of Louisville,<br>College Newspaper) | WKU (Radio/Web, Western<br>Kentucky) |
|  | McLean County News  | WTVQ-DT (TV/Web, ABC,<br>Lexington)  |

Key Media Markets

- Charleston, WV
- Evansville
- Lexington
- Louisville
- Paducah

Complete media budget and schedule spreadsheet for TV, radio, and direct mail buys attached in Excel format.

## Information Sources

[http://ballotpedia.org/Mitch\\_mcconnell#cite\\_note-votes-22](http://ballotpedia.org/Mitch_mcconnell#cite_note-votes-22)  
[http://ballotpedia.org/Alison\\_Lundergan\\_Grimes#cite\\_note-about-4](http://ballotpedia.org/Alison_Lundergan_Grimes#cite_note-about-4)  
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<http://www.courier-journal.com/story/opinion/contributors/2014/04/13/grimes-raising-minimum-wage-help-families/7603731/>  
[http://www.huffingtonpost.com/2014/04/24/alison-lundergan-grimes-mitch-mcconnell\\_n\\_5206894.html?utm\\_hp\\_ref=tw](http://www.huffingtonpost.com/2014/04/24/alison-lundergan-grimes-mitch-mcconnell_n_5206894.html?utm_hp_ref=tw)  
<http://alisonforkentucky.com/>