

# DAPAC DISPATCH

## Democratic Advancement Political Action Committee

*Grassroots Activism for Progressive Democrats*

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### Getting Back the House

The House can be had with a final push in the last week before the election. About 10% of voters make their decision to vote for House candidates in the last seven days before the election. We found out in the last election in 2012 those late-decider voters went Democratic. Now they are poised to go even much heavier Democratic.

In the presidential race, Gary Johnson and Jill Stein are fading fast as they did in the 2012 race when they first both ran. Both had a total of 14% a few days after Labor day as they had after this last Labor Day. In 2012 they ended up with 1%.

This election they have already gone from the same 14% to 8%. When these voters decide within 10 days before the election to vote Democratic for the presidency they next turn their sights on the Congressional races: first the Senate, then the House. For 10 % of all voters that happens in the last seven days before the election. About 92 % of these voters rely solely on digital media. This is where our aggressive digital media campaign comes into play and it can determine the election.

Many candidates that are behind by a small margin can be pushed in. We estimate that if we can fulfill our expectations during that last week we will get back the House. If you can give now we can fulfill those expectations.

It would cost us an average of \$250 from each of our donors. Keep in mind that some people can give more and some people less; this is only an average. You can get back the Senate and the House if you contribute quickly. Digital

campaigns can be activated the same day we receive the money; that is their strength.

Again, thank you for all your consideration.

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### What is a Digital Campaign and Why is It Effective at This Late Date?

Digital media comprise online marketing for the most part. In addition, it can include email marketing, text message, Twitter and Snapchat-style marketing. It is important this election for following reasons. In the 2012 election, approximately 20 % of the voters only got their election information from digital media. Most of the late deciders, or about 80% of this segment received the information solely from digital media.

This election 40% of voters are projected to receive their election solely from digital media. Over 90% of late decider will get their voting information from digital media. This is even greater for the Senate and the House. Now the average age of people who get election information from TV is 62 years old. The average is also similar for radio. For print, including newspapers, the average consumer age is 68 years old.

For your information here are the ten major categories. Search engine optimization, search engine marketing, content marketing, social media marketing, pay-per-click advertising, affiliate, Email, Twitter, Text message, Facebook and Snap chat marketing. The advantage to this method is that if you have your content ready you can execute it the same day you pay for it. You have the content immediately available.

**Please make a generous contribution now for its execution now. I thank you whole-heartedly for your support. It will go toward taking back the Senate and the House in this election. Have a great progressive day and life.**

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## **Federal Judges Are Why We Must Win the Senate**

Justice Antonin Scalia's death earlier this year underscored the importance of down ballot races. With a Democratic president to appoint Scalia's replacement, it seemed that Democrats would soon have a majority of justices on the Supreme Court. It would be the first time since 1969, when Justice Abe Fortas resigned. Since then, Republican presidents have appointed eleven justices (four of which are still on the court), and Democratic presidents have appointed four (all four of which are still on the court).

However, after Justice Scalia's death, Republican senators quickly made clear that they would not confirm anyone nominated by a Democratic president. President Obama sent his nomination of Judge Merrick Garland to the Senate, and the Senate has ignored it, under the guise that "tradition" prevents them from considering a Supreme Court appointment during an election year. No such tradition exists, however. Judge Garland's nomination has already languished for seven months, which is six months longer than it has historically taken the Senate to act on a nomination. Senator John McCain recently assured Republican voters that Republicans in the Senate would block any nomination from future President Hillary Clinton.

Republicans realize what is at stake. The Supreme Court has voted 5-4 on these cases recently:

**Shelby County v. Holder**, gutting the Voting Rights Act.

**Arizona Free Enterprise Club's Freedom Club PAC v. Bennett**, gutting state-based public campaign financing.

**Hobby Lobby v. Burwell**, allowing employers to deny contraceptive coverage.

Having one more Democrat on the Supreme Court could have far-reaching consequences for voting rights, campaign finance, gerrymandering, climate change, reproductive rights, healthcare, education, and more.

Even aside from the Supreme Court, many other federal courts have vacancies due to Republican obstruction. There are currently 99 vacancies across all federal courts, making up more than 10% of all seats. 36 of these vacancies are classified by the federal court system as an emergency, meaning that a given court is overloaded with pending cases. In the Eastern District of North Carolina, one seat has been vacant for more than 10 years.

All of this underscores the importance of winning Democratic control of the Senate. Hillary Clinton is now heavily favored to be our next president. But while Republicans still control the Senate, they will stall on judicial nominations until they can win back the White House. Also, keeping in mind the large number of federal court vacancies, plus the fact that federal judges have lifetime tenure, winning Democratic control of the Senate could have major positive effects for decades to come.

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## NEW CANDIDATES

### NV 2, Chip Evans

We are endorsing **Chip Evans** in Nevada 2. He is a true progressive Democrat running against Mark Amodei, Trump's Nevada Campaign Chairman and a former lobbyist who voted to shut down the government while in the House.

**Need we say more?**

**But we must . . . HERE IS THE GOOD NEWS!**

Chip is the former chair of the local county Democratic party and a former progressive radio talk-show host. He was the founding Nevada director for the Cleantech Open which fosters Cleantech entrepreneurs. Chip is leading a campaign to fight global warming and protect public lands. He wants immigration reform to keep families together. He also wants to create a more vibrant economic recovery to create many more good paying jobs. In addition, he wants to **raise the minimum wage to a living wage** and strengthen Social Security.

Nevada 2 is a swing district which can be won when Hillary Clinton wins the state. As of this writing Hillary Clinton is leading by 4 points in this state. Help us paint Nevada blue in this election by taking this seat and the Senate seat in Nevada!

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### Bill Otto, MO 2

**We are endorsing Bill Otto in Missouri 2 because he is a true progressive** running against a stalwart Trump supporter.

**AND THE GOOD NEWS IS . . .**

Bill supports affordable health care through the Affordable Care Act while also supporting Medicare and Medicaid. He understands the need

to keep Social Security strong and supports adequately funding this program to ensure its solvency. He will continue the fight to provide women their healthcare and reproductive rights, a right that federal and military employees still do not have with their government insurance. He understands the challenges we face with global warming and will work to find solutions to this real problem we face. Bill will also work to make higher education available and affordable by expanding Pell Grants and making community and technical colleges more available and affordable.

Missouri, normally leaning “red”, has moved toward Hillary Clinton and she is within the margin of error. She could win this seat with a wave election putting this district into play and elect Bill Otto.

**Help us make this happen!**

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### Raja Krishnamoorthi, IL 8

Raja Krishnamoorthi, is running for the Congressional seat Tammy Duckworth's is vacating in her run for the Senate.

He grew up in Illinois and has dedicated his life to serving our community and fighting for our most vulnerable citizens. The son of Indian immigrants to the U.S., he is running for Congress on a platform that includes protecting Social Security and Medicare, making higher education more affordable, and bolstering small businesses.

Raja believes the middle class upon which our democracy depends is shrinking. **Therefore, Raja is advocating policies to help working families, including equal pay for equal work, paid sick and maternity leave, raising the federal minimum wage, and making college more affordable. Raja is also a staunch defender of women's reproductive freedom.** He will work to support seniors need for

Medicare and Social Security and our veterans who have served our country.

Starting from humble roots in Peoria, Illinois, Raja attended public schools there. He later won scholarships and took out loans to attend college and law school. After clerking for a federal judge in Chicago, Raja served as issues director for Barack Obama's successful 2004 campaign for the U.S. Senate. Later, Raja was appointed by Illinois Attorney General to serve as a Special Assistant Attorney General in her newly formed Public Integrity Unit to root out corruption. Raja has served as a member of the Illinois Housing Development Authority, where he chaired the Audit Committee. He also served for two years as Illinois Deputy Treasurer.

Currently a small businessman, Raja serves as president of Sivananthan Labs and Episolar, Inc., small businesses in the Chicago suburbs that develop and sell products in the national security and renewable energy industries. He is a co-founder of InSPIRE, a non-profit organization that provides training in solar technology to inner-city students and veterans. Raja formerly was Vice-Chairman of the Illinois Innovation Council, whose mission is to promote innovative technologies that support economic growth and job creation.

**Raja's Republican opponent supports the removal of prenatal care for all and implementing lifetime caps on coverage by the Affordable Health Care plan. The opponent also supports less regulation of banks and businesses.**

**AGAIN, WE SEE THE NEED TO ENSURE THIS SEAT IS WON BY RAJA, AN INNOVATIVE AND PROGRESSIVE CANDIDATE!**

**Help us make this happen!**