
PRIORITIES

USA

PRESS BRIEFING

7.23.19



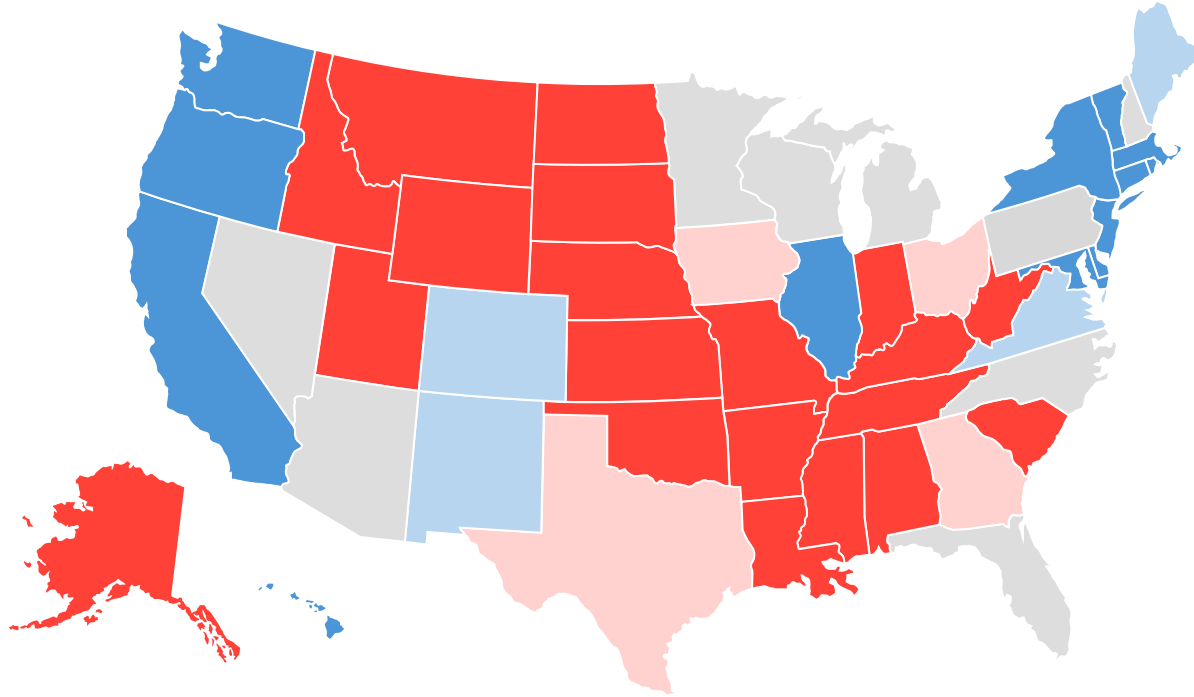
STATE OF THE RACE



TRUMP NET-APPROVAL AT -10 NOW



BASELINE ELECTORAL MAP



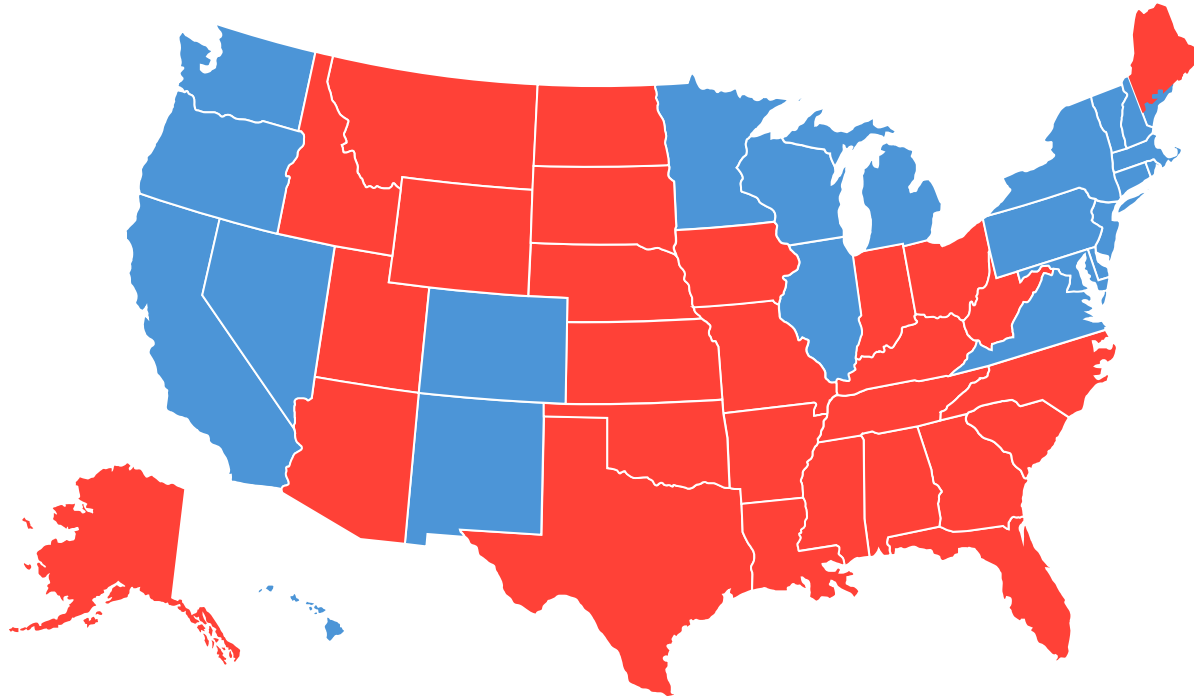
213 | 204 | 121

Safe and lean democratic states
net 213 electoral votes

- DEMOCRAT
- LEAN DEMOCRAT
- TOSS-UP
- LEAN REPUBLICAN
- REPUBLICAN






IF ELECTION WERE HELD TODAY



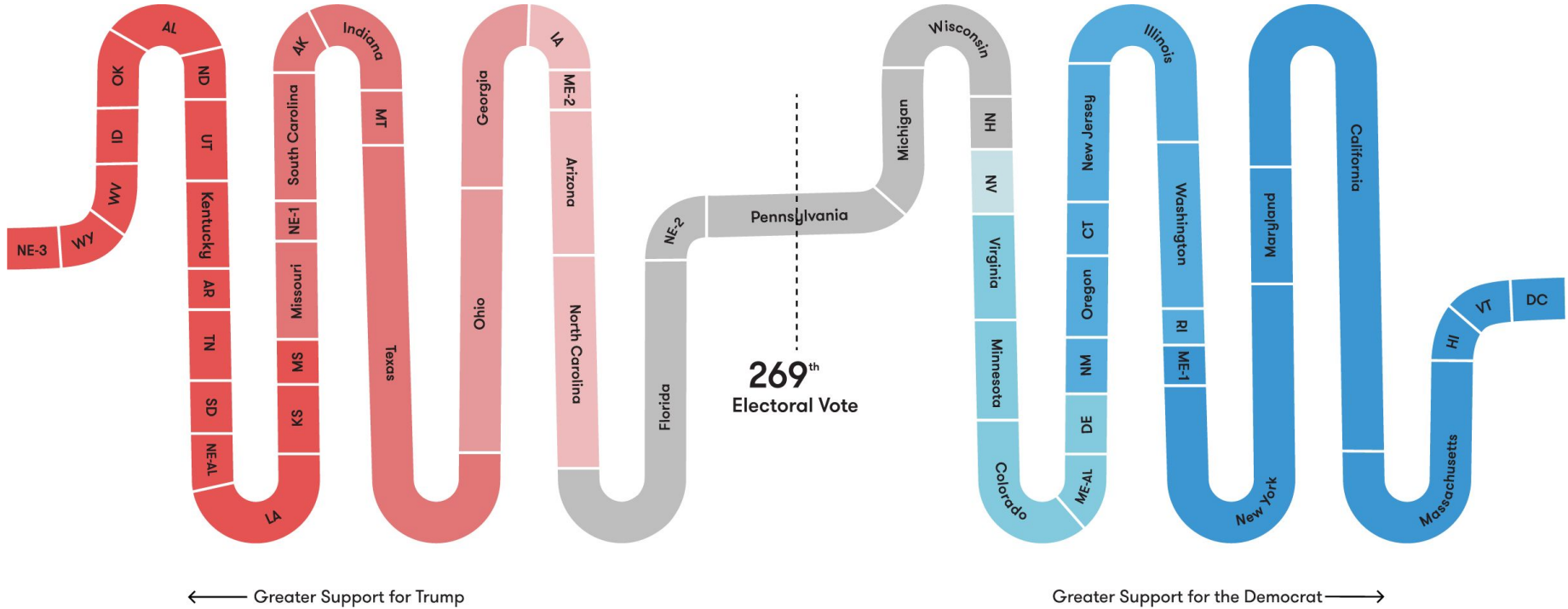
278 | 260

We win by leading in PA, though we lose ME-2's EV

-  DEMOCRAT
-  TOSS-UP
-  REPUBLICAN



FL, WI, PA & MI CRITICAL TO 270



STATES

CORE:

FL, PA, MI, WI, NH, NV

EXPANSION

NE-2, NC, AZ, ME-2, GA

DEM WATCH:

MN, VA, CO

GOP WATCH:

IA, OH, TX

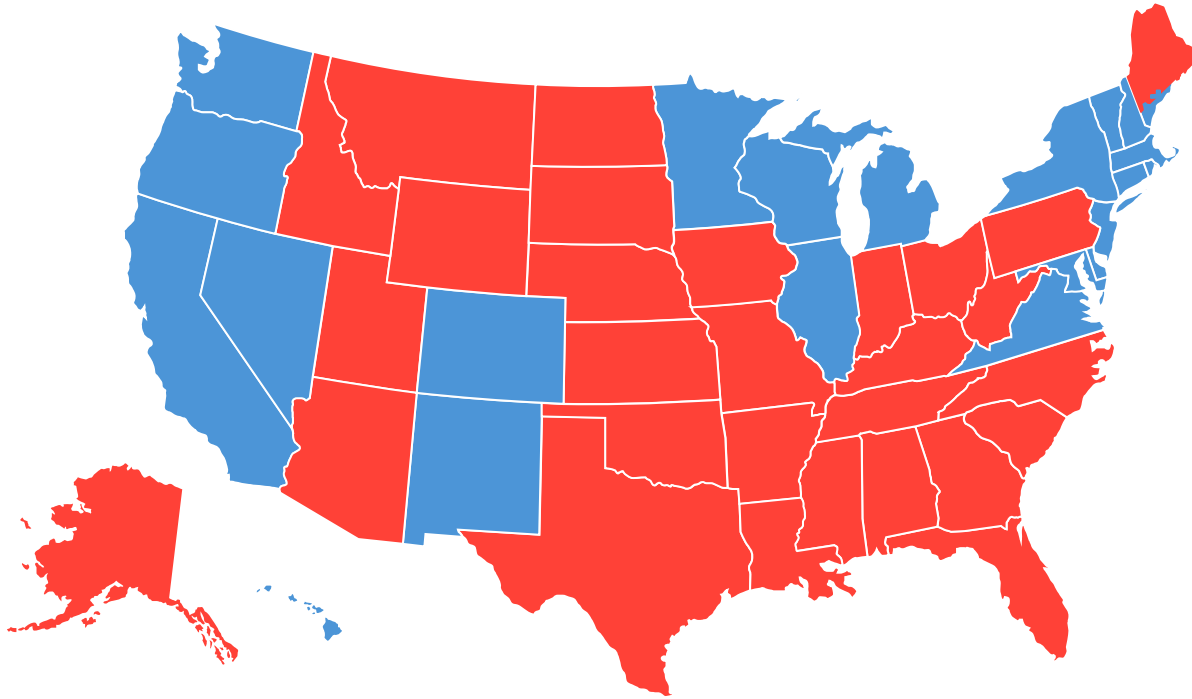


A FEW SCENARIOS



IF TURNOUT AMONG POC* DROPS 2pp

258 | 280

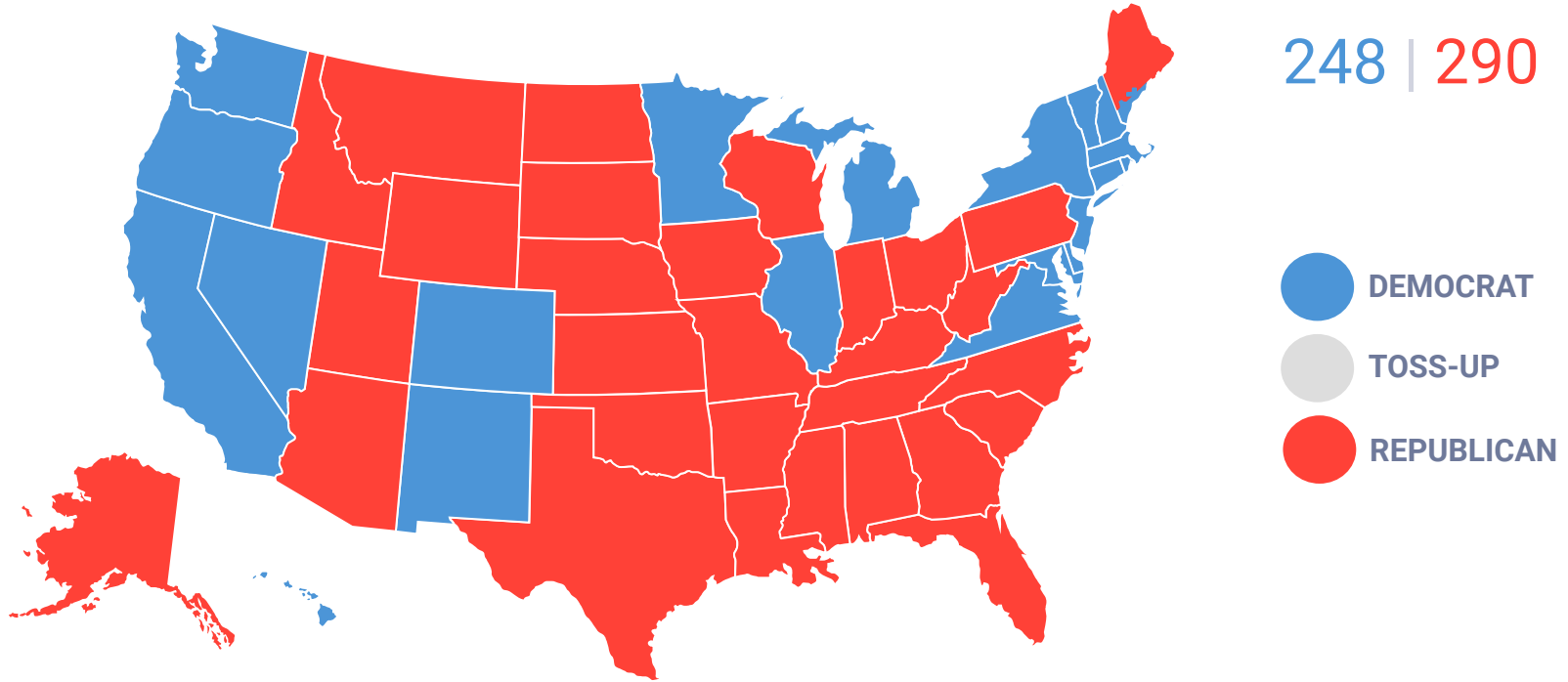


- DEMOCRAT
- TOSS-UP
- REPUBLICAN

*People of color



IF SUPPORT AMONG WWC* DROPS 1pp

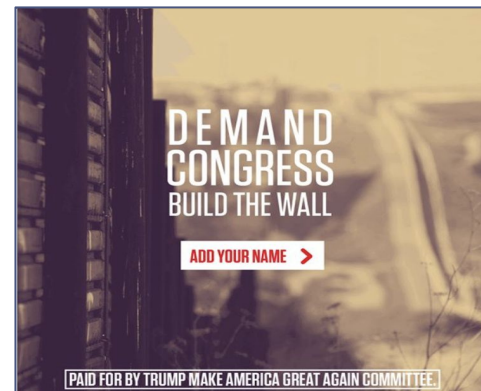
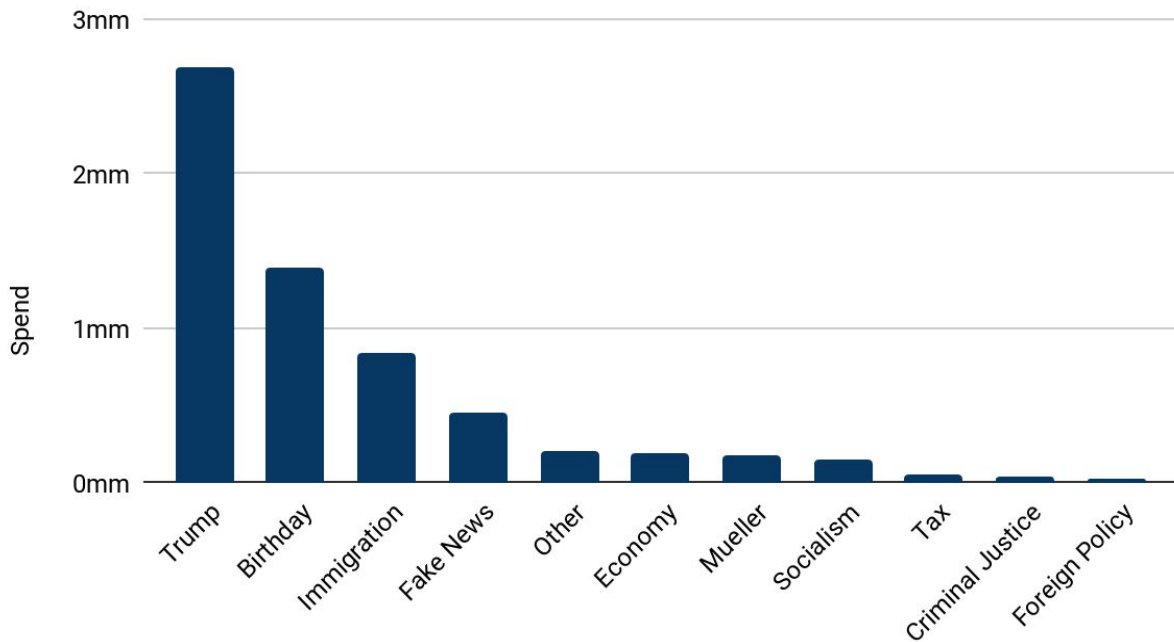


*White working class



TRUMP IS SPENDING MORE ON LIST BUILDING THAN PERSUASION

SPEND BY TOPIC



2019 Engagement Program

Campaign running in FL, PA, MI and WI



Trump turns tables on 'Squad,' calls reps 'very racist' as feud drags on

USA TODAY NEWS SPORTS ENTERTAINMENT LIFE MONEY TECH TRAVEL OPINION 75° MORE

FBI tied Donald Trump and top aides to 2016 effort to silence a porn star, new court files show

Kristine Phillips, Kevin Johnson and Nicholas Wu, USA TODAY Published 1:04 p.m. ET July 18, 2019 | Updated 8:36 p.m. ET July 18, 2019

ABC NEWS VIDEO LIVE SHOWS

GO FROM THIS... TO A BELLROY

President Trump, French President Macron address angry Trump tweet in meeting

Alexander Mallin News 10/15/2016, 6:10 AM ET

WHITE HOUSE

On his way to pay respects to late justice, Trump hurls insults at 'The Squad'

By CAITLIN OPRYSKO | 07/22/2019 11:55 AM EDT | Updated 07/22/2019 04:59 PM EDT

Share on Facebook Share on Twitter

WHITE HOUSE

Trump tweets 40 times on Day 30 of shutdown

The president's feed overflowed with messages of support from lawmakers, James Woods and Jacob Wohl's dad.

By QUINT FORGEY | 01/20/2019 09:30 PM EST | Updated 01/20/2019 11:15 PM EST

Trump doubled down on that message on Monday, tweeting, "The United States has been losing, for many years, 500 to 800 Billion Dollars a year on Trade. With China we lose 500 Billion Dollars. Sorry, we're not going to be doing that anymore!"

Donald J. Trump @realDonaldTrump

The United States has been losing, for many years, 500 to 800 Billion Dollars a year on Trade. With China we lose 500 Billion Dollars. Sorry, we're not going to be doing that anymore!

11:36 7:08 AM - May 6, 2019

42.9K people are talking about this

CNN US Crime + Justice Energy + Environment Extreme Weather Space + Science

Trump made a surprise appearance at a wedding reception at his New Jersey golf club. The crowd chanted, 'USA! USA!'

By Ralph Ellis, CNN Updated 5:08 AM ET, Mon, July 22, 2019

THE HILL

Trump renews Mueller attacks days before testimony

BY JORDAN FARANI · 07/22/19 09:09 AM EDT 523 COMMENTS

1,261 SHARES

Just In...

ABC NEWS APOLLO 11 POLITICS U.S. NEWS BUSINESS WORLD TECH & MEDIA THINK HEALTH SPORTS

Here's what to expect from Robert Mueller on Wednesday

LEGAL

With Mueller testimony looming, Trump predicts trouble for special counsel and Dems

By QUINT FORGEY | 07/22/2019 09:45 AM EDT

YAHOO! FINANCE

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Finance Home Watchlists My Portfolio Screeners

Trump goes after Fed's Powell on Twitter: 'Don't miss it again!'

Heidi Chung

Trump Criticizes Megan Rapinoe Over Refusal to Visit White House

The American soccer star had used an obscenity to dismiss the idea of a White House visit if her team won the Women's World Cup.



Why 'go back' to your country isn't a new sentiment in America

By Yasmeen Alamiri

WATCH: Reps. Omar, Ocasio-Cortez, Pressley, Tlaib respond to Trump's racist tweets

By Associated Press

House to vote on resolution condemning Trump's tweets

By Associated Press

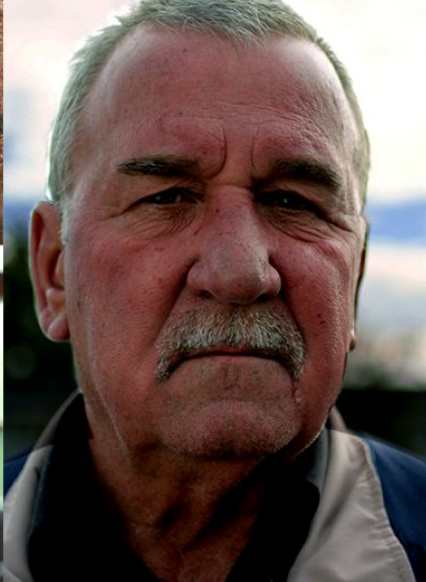
BUT IT'S ALSO ABOUT THE ENTIRE ECOSYSTEM

THE NEWS ISN'T COVERING THE ISSUES WE NEED THEM TO

LESS FAVORABLE

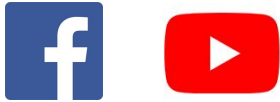
His tweets, dislike the way he lashes out on social media	12
He is not honest, lies, corrupt	11
He is rude, a bully, makes fun of others	9
Disagree with his views on the wall	7
Everything, everything he says, he does	5
Supports Russia, North Korea, cozy to dictators, authoritarian regimes	4
He is a racist	4
<hr/>	
Nothing, none, left blank	24%





2019 ENGAGEMENT PROGRAMS

TESTIMONIAL PROGRAM



Steady drumbeat to highlight and frame what matters during the chaos

Videos of real Americans sharing their financial struggles to raise question of who the economy is actually working for.

NEWS PROGRAM



Use facts & headlines to refocus Americans on the economic realities that they actually experience.

Articles and data-driven graphs from national and local news sources that highlight how today's economy is working for those at the top.

SEARCH PROGRAM



Meet Americans where they are and as they are doing their own research.

KW-based search ads, focused on Trump, healthcare, the economy, cost of living, debt, child care costs, driving to a website with messaging about Trump's economy & a call to action.

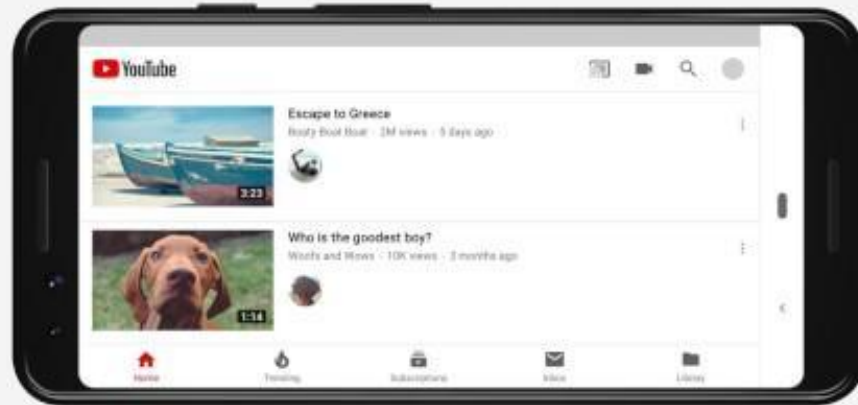


WE'LL TELL REAL STORIES



ACROSS THE INTERNET

15 second Non-skippable



ACROSS THE INTERNET

6 second Bumper



WE'LL PROMOTE NEWS & FACTS

40% of Americans say they still struggle to pay bills.

Source: Washington Post, 2019

Get the Facts

LET'S BE HONEST

- Share
- 370
- Home
- AA
- Print

Economy

Stocks finish best June in decades, capping strong first half of 2019

Five stocks propel gains for the second quarter



Here to help
distracted drivers
go right.

FACEBOOK NEWS PROGRAM



Let's Be Honest

Sponsored · 🌐

Medicare cuts to fund tax breaks for CEOs. Outrageous. Call the White House.



[HTTPS://WWW.CNBC.COM/2019/03/12/TRUMP-2020-BUDGET-...](https://www.cnbc.com/2019/03/12/trump-2020-budget-...)

Trump pledged to protect Medicare and Medicaid, but his 2020 budget calls for major spending cuts





savings accounts



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Explore Top Market Rates

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Get The Rate That's Right For You.



LET'S BE HONEST | AMERICANS STRUGGLE TO SAVE

[Ad www.letsbehonest.com/](http://www.letsbehonest.com/)

Feeling like it's hard to save? You're not alone. 40% of Americans don't have \$400 in the bank for emergencies. Learn why it's hard to save.

2019 Top 10 Savings Accounts | Compare the Top Banks of 2019

[Ad www.ratepro.co/Higher-Interest/Savings-Account](http://www.ratepro.co/Higher-Interest/Savings-Account)

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ANSWER QUESTIONS VIA GOOGLE SEARCH

