

**TO:** Interested Parties  
**FROM:** Clay Schroers, LCV Victory Fund Campaigns Director  
**DATE:** August 10, 2016  
**SUBJECT:** First Wave of 2016 Independent Expenditures

---

While the presidential election, understandably, dominates the news cycle, over the last few months the League of Conservation Voters and LCV Victory Fund have made an early electoral mark with \$5.2 million planned or already invested in aggressive ground and air efforts in four key Senate races. And this is only a start—there is more to come.

Through our field programs and ad campaigns, sometimes in partnership with EDF Action, we are defining climate science deniers and big polluter allies early. This tactic allows us to elude political clutter and reach voters now, ensuring the challenge of climate change and the opportunity for clean energy gain traction as top tier issues in close elections.

With our field efforts in particular, LCV is also touting environmental champions as part of our effort to reclaim a pro-environment Senate majority. In three tight races—Nevada, Ohio, and Pennsylvania—we are on the ground persuading voters to side with Catherine Cortez Masto, Ted Strickland and Katie McGinty.

In the end, Americans trust the science and support action on climate. They understand the benefits of building a clean energy future. We are ensuring this is a salient part of our political discourse, and that it remains on voters' minds as they cast their ballots in November.

Below is a summary of the major activities to date:

### PENNSYLVANIA: \$1.5 Million LCV/EDF Action Ad Campaign, \$300K LCV Field Campaign

In June, LCV named Senator Pat Toomey to the Dirty Dozen, making him a repeat Dirty Dozen offender who has led the Senate charge against the EPA Clean Power Plan, which he called “out of bounds.” His 7 percent lifetime score on the *National Environmental Scorecard* sank to 0 percent in 2015, and he consistently votes to prop up dirty fossil fuels. He has received nearly \$1.5 million from big polluters.



In July, we [announced](#) a joint LCV and EDF Action \$1.5 million TV campaign. The campaign ran on broadcast and cable for 2200 GRPs in Pittsburgh and Wilkes-Barre/Scranton, and for 2000 GRPs in Harrisburg. Two TV ads were focused on Sen. Pat Toomey's prioritization of wealthy polluters over the needs of struggling Pennsylvania communities. The ads, “Friend” and “Across,” detail Toomey's advocacy for the rich and

powerful through his defense of billions in tax breaks for Big Oil polluters, all while they have supported him with over \$700,000 in campaign contributions.

You can view the ads' scripts and backup [here](#) and [here](#), and you can view the ads [here](#) and [here](#).



In July LCV also launched a separate \$300,000 persuasion field effort, a canvass that will contact voters in Pittsburgh and Allegheny County. This campaign is highlighting the stark differences between Katie McGinty’s strong record as a long-time leader and champion in the fight for environmental protections with Sen. Pat Toomey’s record of leading the charge against critical clean air and water protections.

### NEVADA: \$2 Million Ad and Field Campaign from LCV and LCV Victory Fund

In April, LCV launched our first field effort in support of a Senate candidate during the 2016 cycle. This initial persuasion canvass campaign, in which LCV invested over a quarter million dollars, was in support of Catherine Cortez Masto and focused on voters in the greater Las Vegas area.



In July, we significantly expanded this persuasion canvass in support of Catherine Cortez Masto. The expansion increased our investment in this independent expenditure from our initial \$260,000 to an anticipated total of nearly \$1.4 million by Election Day.

This expansion came shortly after naming Masto’s opponent, Representative Joe Heck, to LCV’s Dirty Dozen list. As a climate change science denier with an abysmal lifetime score of just 8 percent on LCV’s *National Environmental Scorecard*, Rep. Heck became one of the first candidates named to this year’s Dirty Dozen. He has opposed cutting carbon pollution from power plants, attacked the EPA as “gutless and incompetent,” and repeatedly voted for tax breaks to Big Oil. All this while receiving over \$400,000 from Big Polluters.

In July, LCV Victory Fund launched our first TV campaign in the Nevada Senate race—an ad detailing Rep. Heck’s unsavory alliance with Big Oil and the Koch brothers. In particular, the ad, “Struck,” highlights the connection between the millions of dollars spent by the Koch brothers in support of Heck’s campaigns and Heck’s votes to preserve billions in tax breaks for oil companies, his staunch climate change denialism, and his opposition to Nevada’s growing solar economy.



The \$750,000 ad buy ran for over 1000 GRPs on broadcast and cable in the Las Vegas and Reno media markets.

You can view the ad’s script and backup [here](#) and you can view the ad [here](#).

## WISCONSIN: \$1 Million LCV Victory Fund/EDF Action Ad Campaign

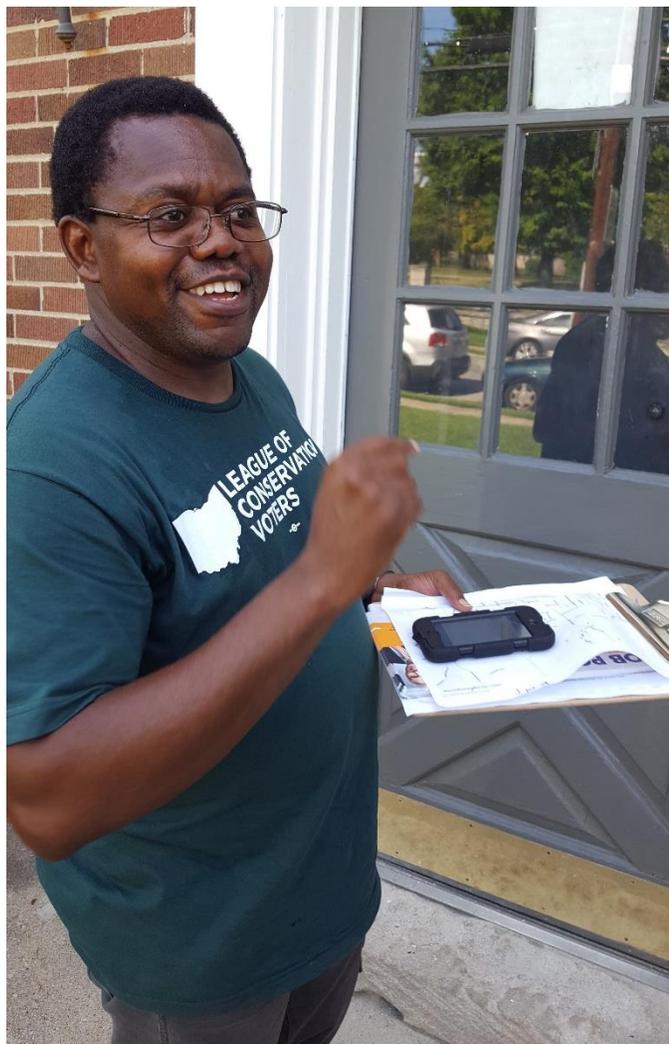
In July, LCV Victory Fund and EDF Action launched TV and digital ad programs totaling \$1 million detailing Wisconsin Sen. Ron Johnson's support from Big Oil polluters and stubborn climate denialism. LCV Victory Fund's ad, "Where," contrasts the broad agreement that climate change is real and caused primarily by human activity with Johnson's outright denial of basic science and support from oil companies. The TV ad ran on broadcast and cable for 2100 GRPs in the Milwaukee and Madison media markets. Targeted pre-roll and social media digital ads accompanied the TV campaign in the Milwaukee area.

LCV named Sen. Johnson to our signature Dirty Dozen list in June. As one of the most consistent anti-climate votes in the Senate and a 4 percent lifetime LCV score, this is not Sen. Johnson's first appearance on the Dirty Dozen—he landed himself here in 2010, his first campaign for elected office. Sen. Johnson has repeatedly tried to block the EPA's Clean Power Plan, and in 2015, he voted against every single pro-environment action. He has received nearly \$500,000 from big polluters.

## OHIO: \$400K LCV Field Campaign

In July, we named Senator Rob Portman to our signature Dirty Dozen list and simultaneously launched an approximately \$400,000 persuasion canvass effort to defeat Sen. Portman and elect Ted Strickland in the Ohio Senate race.

The persuasion canvass campaign is engaging voters in Cincinnati and Hamilton Counties. The canvass is highlighting the stark differences between former Governor Ted Strickland, who has been a leader in expanding Ohio's clean energy economy and is committed to addressing the challenge of climate change, and Sen. Rob Portman, who has stubbornly opposed action on climate and who has a terrible record on environmental protections. Portman has received over \$1.5 million from big polluters and earned an abysmal 8 percent on LCV's 2015 *National Environmental Scorecard*.



### PRESIDENTIAL: \$534K LCV and LCV Victory Fund

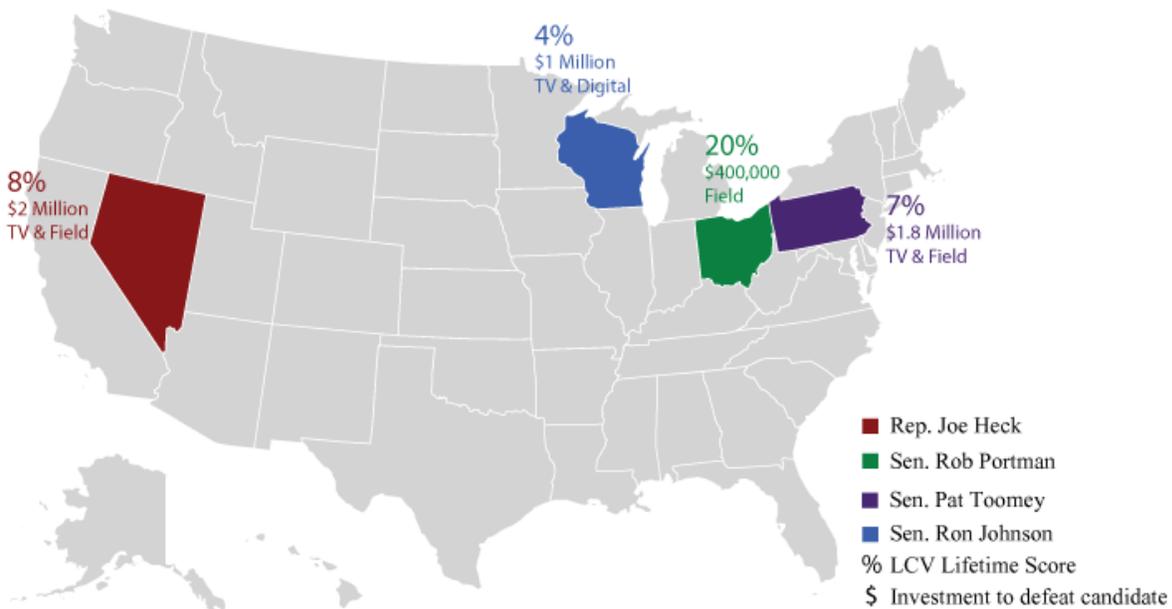
In January, LCV ran a Facebook video ad campaign targeted at Democratic primary and caucus voters in Iowa, New Hampshire, South Carolina, Nevada, Colorado and Virginia. We spent approximately \$160,000 on the campaign.

Following Hillary Clinton’s big wins on Super Tuesday, LCV Victory Fund and Priorities USA Action ran a direct mail campaign in support of Hillary Clinton, which targeted Democratic primary voters in Florida and North Carolina, encouraging them to take advantage of early vote options in their states. The \$274,000 campaign targeted 565,000 households.

LCV Victory fund also contributed \$100,000 to Priorities USA to support a digital ad campaign. The campaign targets millennials and melds Trump’s own words, “Global warming is a hoax,” with comic book imagery, emphasizing voting as the superpower that will put an end to his ignorance, divisiveness and bigotry. As the ad says about Trump’s take on climate change, “not in our America.”



### MAP: LCV and LCV Victory Fund Independent Expenditure Efforts to Defeat Anti-Environment Candidates



Paid for by LCV Victory Fund, [www.lcvvictoryfund.org](http://www.lcvvictoryfund.org), and not authorized by any candidate or candidate’s committee.