



# CORONAVIRUS 2020

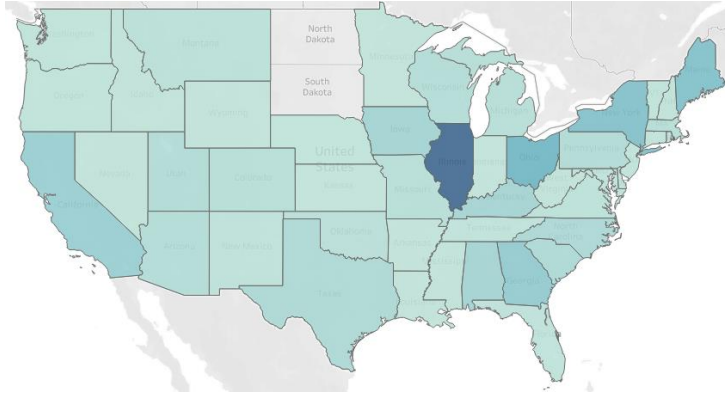
## House Advertising Analysis

Most of America has been in social isolation or quarantine for just over two weeks now. Just as the virus seems to have dominated every other facet of American life, it has had a major effect on House campaigns.

- Advertising on the Coronavirus from House candidates is almost exclusively on Facebook, though only \$12k was spent on the site from March 1<sup>st</sup> to March 28<sup>th</sup>.
- Most incumbents are messaging on staying up to date and keeping the public informed on the virus, whereas challengers are more varied in their messaging.
- 54% of digital spending has come from four of the hardest hit states, California, Florida, Michigan, and New York.
- Only two house advertisers have gone to tv with their advertising, William Figlesthaller in FL and the Healthcare Education Project in NY.

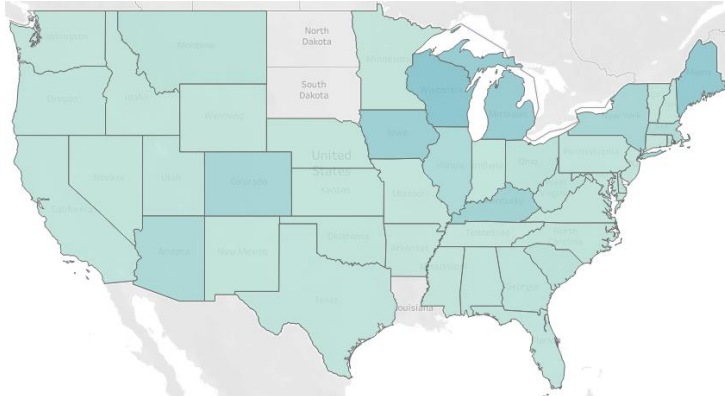
This is just the start of this pandemic and we will continue to track both how advertisers message on the virus as well as how spending is affected. This report outlines both the money spent on coronavirus messaging as well as the messaging itself.

Political Spending: March 3<sup>rd</sup> – March 16<sup>th</sup>



As the number of coronavirus cases continue to soar, we've seen a drop in overall political spending. From March 3<sup>rd</sup> – March 16<sup>th</sup> we saw a total of **\$44,275,815** spent.

Political Spending: March 17<sup>th</sup> – March 30<sup>th</sup>



In the following two weeks spending had fallen by nearly half to **\$23,058,912**.

Coronavirus Ad Transcriptions



**Title:** Must Work Together

**Advertiser:** Collins for ME Senate

**Transcript:** The coronavirus will test our nation. In many ways, it represents a threat to the health of our people and our economy comparable to 9/11. As your senator, I'll be devoting the majority of my time to this new challenge suspending traditional campaign events. I'm Susan Collins, and I approved this message because in times like this, we must work together.

**Title:** Mainers Don't Panic

**Advertiser:** Collins for ME Senate

**Transcript:** First, we're all concerned about the health of our families. With extra precautions will get through this pandemic together. You know the basics, but also call your neighbors and find safe ways to support your local businesses. I'm working to help ensure we have. The resource is we need. We've overcome crises before. Mainers Don't panic. We look out for one another. I'm Susan Collins and I approve this message.



**Title:** Worried About Healthcare

**Advertiser:** Protect Our Care

**Transcript:** Too many Montana families go to sleep at night worried about health care coverage costs. Now the fear of Corona virus. That doesn't worry. Steve Daines. He voted to eliminate protections for 425,000 Montanans with preexisting conditions, rip coverage away from over 100,000 people and scrap Montana's Medicaid expansion and let insurance and drug companies drive up health care and prescription drug costs for seniors. Call Senator Danes, tell him it's time to put the health care of Montanans.



**Title:** Fuels Fear

**Advertiser:** McConnell for KY Senate

**Transcript:** Deadly virus sweeps America, costing lives and jobs. Our nation's leaders are putting partisanship aside, and Kentucky's Mitch McConnell is at the center of the battle to rush aid to Americans. Aiming the graph uses this crisis spending millions on false partisan attacks. McGrath fuels fear with lies even liberal newspapers call false. But while Amy McGrath lies, Mitch McConnell leads.



**Title:** Defend Our Healthcare Rep. Reed

**Advertiser:** Healthcare Education Project

**Transcript:** Just when you thought Trump's attacks on New York couldn't get worse. Now he's attacking our healthcare. First, Trump tried to cut \$5 billion. Then he tried to gut coverage for preexisting conditions. Now Trump wants billions more in health care cuts. Just when we need it most, there has to be a place where you don't play politics. It has to end somewhere, and it should end at health care. Tell Congressman Reed to defend our care.



# House

34 Advertisers : 16 States  
\$1.04M spent on ads\*

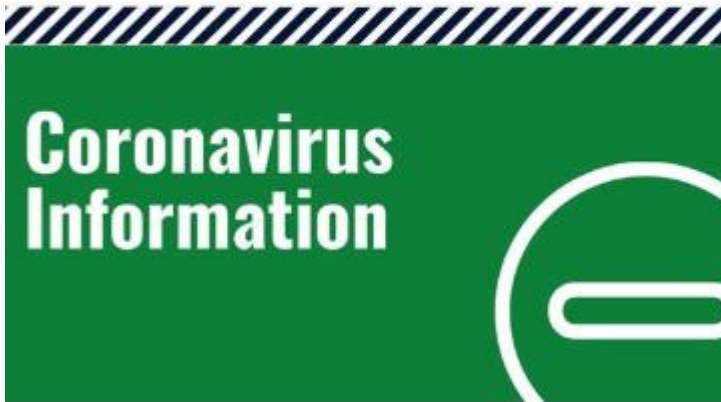
## New York - \$1M



**Rep. Anthony Brindisi**

Sponsored - Paid for by Rep. Anthony Brindisi

Please visit my website for coronavirus resources and information on federal response efforts.



Coronavirus: Information and Resources

I want to ensure you have the best available information to protect and care for yourself and your loved ones as we continue to learn...

[Learn More](#)

BRINDISI.HOUSE.GOV

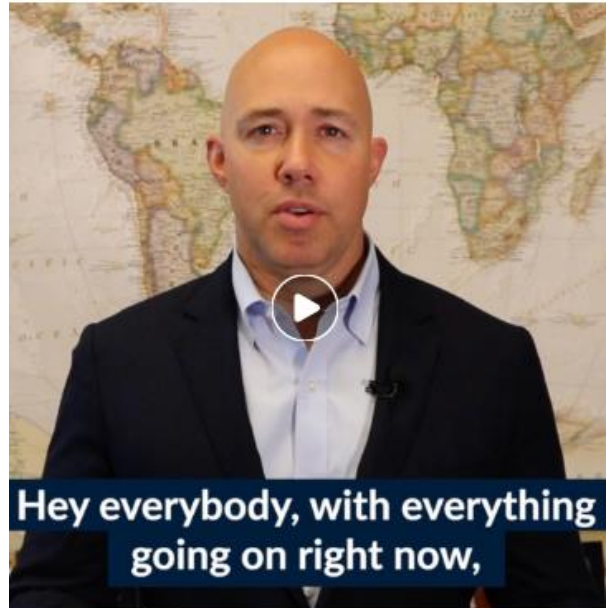
## Florida - \$24K



**Congressman Brian Mast**

Sponsored - Paid for by Congressman Brian Mast

I've been fighting in Congress to secure immediate financial support for families, relief for small businesses so they can keep their employees on payroll and free coronavirus tests for everyone who needs one. Please do not hesitate to reach out if there's anything I can do to help you as our community battles coronavirus.



Coronavirus Updates

Sign up to receive breaking news alerts!

CORONAVIRUS UPDATES

[Learn More](#)

- **Healthcare Education Project** has spent **\$1.028M** on [tv](#). They are messaging on Reed trying to take coverage.
- **Anthony Brindisi** has spent **\$422**. He is Messaging on education and prevention.
- **Nicole Malliotakis** has spent **\$77**. She is messaging on informing the public.
- **Tom Reed** has spent **\$20**. He is messaging on education and prevention.

- **William Figlesthler** has spent **\$22K** [on tv](#). He is messaging on his experience as a doctor.
- **Brian Mast** has spent **\$1.5K**. He is messaging on his work as a member of Congress.
- **Daniel Webster** has spent **\$9**. He is messaging on education and prevention.

\*Digital number are released once a week, so digital numbers are not current. All spending is on Facebook unless otherwise specified

\*\*TV spending and cuts are estimates based on current advertising, pre-bookings, and spending trends



# House

## California - \$2,936



**Ro Khanna**

Sponsored - Paid for by RO FOR CONGRESS INC

Working families are losing out on hourly wages in the midst of this coronavirus pandemic. That's why Rep. Tim Ryan and I are introducing a new bill that would give between \$1,000 and \$6,000 to every American family who earned less than \$100,000 last year. This money would allow people to prepare, get treatment, and support their families in this time of crisis.



SUPPORT WORKING FAMILIES DURING THIS CRISIS

SIGN ON

Support my Emergency Cash Infusion bill. Sign here >>

No one should lose wages for getting sick.

ACT.ROKHANNA.COM

Sign Up

## National - \$2,411



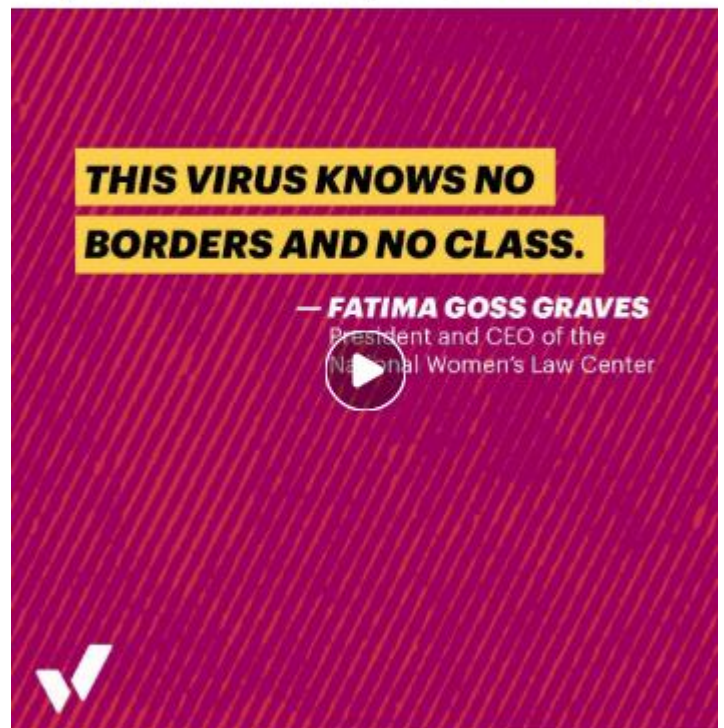
**National Women's Law Center**

Sponsored - Paid for by National Women's Law Center

📦 One paycheck away from disaster 📦

Working families are especially susceptible to the devastating economic impacts of the COVID-19 crisis.

Tell your representatives in Congress to protect them today! 🔔



Tell Congress: Protect Public Health

Help working families get through this crisis.

HTTPS://ACT.NWLC.ORG

Sign Up

- **Ro Khanna** has spent **\$1.8K**. He is messaging on economic aid.
- **Ritesh Tandon** has spent **\$738**. He is messaging on thanking medical workers.
- **Brynne Kennedy** has spent **\$204**. She is messaging on McClintock's stimulus vote.
- **Shahid Buttar** has spent **\$108**. He is messaging on suspending all loans

- **National Women's Law Center** has spent **\$1,373**. They are messaging on telling Congress to act.
- **Move On PAC** has spent **\$882**. They are messaging on investigating Trump's response to the outbreak.
- **The Arc of the United States** has spent **\$124**. They are messaging on protections for the disabled.
- **American Center for Law and Justice** has spent **\$32**. They are messaging on Rashida Tlaib.



# House

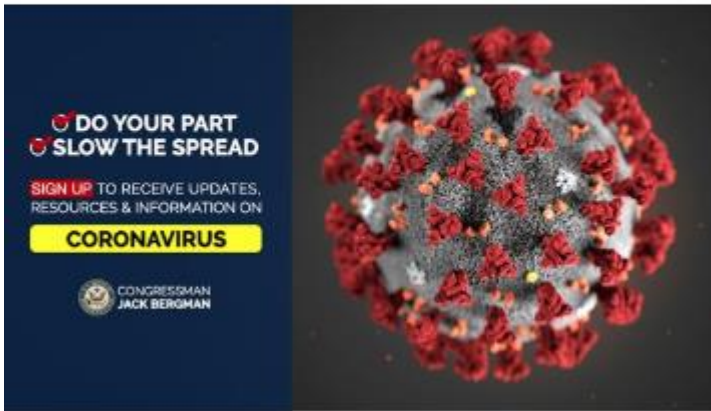
## Michigan - \$1,474



**Rep. Jack Bergman**

Sponsored - Paid for by Office of Rep. Jack Bergman

We are in trying times in America and around the globe. It's important for all of us to stay informed of the situation and to remain calm and prepared. I'm committed to ensuring everyone has the most up to date and accurate information available as we navigate these times together. Sign up here to receive e-mail updates or please do not hesitate to reach out to any of our offices.



Coronavirus Updates & Resources  
Sign up to receive essential Coronavirus updates.  
BERGMAN.HOUSE.GOV

Sign Up

- **Jack Bergman** has spent **\$830**. He is messaging on safety and information.
- **John Moolenaar** has spent **\$345**. He is messaging on staying informed.
- **Haley Stevens** has spent **\$182**. She is messaging on the aid package.
- **Fight for \$15** has spent **\$117**. They are messaging on paid sick leave.

## South Carolina - \$591



**Rep. Ralph Norman**

Sponsored - Paid for by U.S. House of Representatives

Here are three (3) important steps if you or a loved one are stuck overseas trying to get back home to the United States:

**FIRST**, make sure you've contacted the nearest U.S. Embassy or consulate office. They can't help unless you've made yourself known to them.



- **Ralph Norman** has spent **\$525**. He is messaging on informing constituents.
- **Joe Cunningham** has spent **\$66**. He is messaging on paid sick leave.



# House

## Massachusetts - \$512



**Katherine Clark**

Sponsored • Paid for by KATHERINE CLARK FOR CONGRESS

The Coronavirus pandemic doesn't care if we live in a red or blue state -- and neither should the legislators in this country. That's why I'm supporting legislation for a national paid sick leave policy to help keep Americans healthy and safe, and I hope you'll join me.

Sign the petition and urge Congress to pass legislation to provide national paid sick leave.



Urge Congress to Pass National Paid Sick Leave  
Sign the petition and urge Congress to pass legislation to provide national paid sick leave.  
SIGNHERENOW.ORG

Sign Up

## Pennsylvania - \$498



**Congressman Fred Keller**

Sponsored • Paid for by Congressman Fred Keller

Our office is receiving updates on the Coronavirus every day. At this time, while the risk to most Americans remains low, we are encouraging everyone to exercise standard precautionary measures. When we receive more updates, we will transmit them via our social media channels. To stay up to date, please like our Facebook page.



Congressman Fred Keller  
Government Official  
10,278 people like this

Like Page

- **Katherine Clark** has spent **\$512**. She is messaging on paid sick leave.

- **Fred Keller** has spent **\$498**. He is messaging on keeping the public informed.



# House

## Texas - \$483



**Roger Williams**

Sponsored • Paid for by ROGER WILLIAMS FOR U S CONGRESS COMMITTEE

Who's at higher risk for COVID-19 (Coronavirus) and what actions can you take to protect yourself and others? Click below to learn more and find resources.

Information on Coronavirus

Click to learn more

WWW.ROGERFORCONGRESS.COM

Learn More

- **Roger Williams** has spent **\$289**. He is messaging on keeping constituents informed.
- **Reform Austin** has spent **\$184**. They are messaging on Louie Gohmert delaying the first aid package vote.
- **Genevieve Collins** has spent **\$10**. She is messaging on staying safe and staying informed.

## Oklahoma - \$345



**Representative Kevin Hern**

Sponsored • Paid for by House of Representatives for the 1st District of Oklahoma

Tonight, I voted no on H.R. 6201 for a number of reasons. The first of which are the following:

- Bill text publicized: 11:56 PM
- Vote called: 12:25 AM
- Number of pages in bill: 110
- Total minutes bill debated: 15...



Cons outweigh the pros: Hern votes NO on rushed spending package  
WASHINGTON, DC – This evening, Representative Kevin Hern (OK-01) released the following statement after voting against HR 6201, the Families First Coronavirus...  
HERN.HOUSE.GOV

- **Kevin Hern** has spent **\$345**. He is messaging on his aid package vote and staying informed.



# House

## Georgia - \$249



**Dr. Rich McCormick for Congress**

Sponsored • Paid for by Friends of McCormick

#TBT to my ER days in Afghanistan. Make no mistake about it, we are in a combat zone today. Just a different kind than the one over there. We all have to do our part to neutralize this enemy by holding our positions in our homes, giving cover to our most vulnerable, and supporting our doctors, nurses, and everyone else executing the essential jobs needed to sustain our vital economy. Let's keep it up America. We WILL win this fight....



- **Rich McCormick** has spent **\$249**. He is messaging on his experience as a doctor and military member.

## Virginia - \$208



**Rob Wittman**

Sponsored • Paid for by ROB WITTMAN FOR CONGRESS

President Trump has officially signed critical COVID-19 response legislation into law! □□□□□

While this is only a part of a multi-step effort to combat the coronavirus, it is encouraging to see Washington set aside ideological differences to pass bipartisan solutions during a trying time. With millions of Americans forced out of the workplace, thi...

**THE FAMILIES FIRST  
CORONAVIRUS RESPONSE ACT**

- ✓ TARGETED COVID-19 TESTING
- ✓ PAID MEDICAL LEAVE FOR THOSE IN NEED
- ✓ SCHOOL MEALS FOR STUDENTS
- ✓ RELIEF FOR SMALL BUSINESSES

**ROB WITTMAN**  
U.S. CONGRESS

The Families First Coronavirus Response Act  
Sign Up For Updates

Sign Up

- **Rob Wittman** has spent **\$208**. He is messaging on bipartisanship and staying informed





# House

## Arizona - \$129



**Congresswoman Debbie Lesko**

Sponsored • Paid for by Office of Congresswoman Debbie Lesko

We all have a role to play in containing the coronavirus. The CDC recommends:

- 🧼 Clean your hands often with soap or hand sanitizer
- 🙅 Avoid touching eyes, nose, and mouth
- 🏠 Stay at home when you're sick



Click for More Information

In response to the recent global outbreak of the coronavirus (COVID-19), I want to provide you with important information that will help y...  
LESKO.HOUSE.GOV

[Learn More](#)

- **Debbie Lesko** has spent **\$129** on Facebook. She is messaging on safety and prevention.

## Washington - \$102



**Jaime Herrera Beutler**

Sponsored • Paid for by Rep. Jaime Herrera Beutler

I've updated my dedicated COVID-19 resource page → [JHB.house.gov/coronavirus](https://www.jhb.house.gov/coronavirus)

You will find information on small business disaster assistance, unemployment information, CDC guidelines & more. Please take a second to share this with others so they have access to these resources.



COVID-19 Updates | Congresswoman Jaime Herrera Beutler  
Visit the CDC's website [HERE](#) for more information. How to prevent infection How the virus spreads: According to the Center fo...  
JHB.HOUSE.GOV

[Learn More](#)

- **Jaime Herrera Beutler** has spent **\$102**. She is messaging on informing the public.



# House

## New Jersey - \$39



**Josh Gottheimer for Congress**

Sponsored - Paid for by JOSH GOTTHEIMER FOR CONGRESS

Following U.S. Congressman Josh Gottheimer's (NJ-5) request, the U.S. Secretary of the Treasury announced Tuesday that the Internal Revenue Service (IRS) would extend this year's tax deadline by 90 days in direct response to the impact that the novel coronavirus (COVID-19) is having on American taxpayers.

"I commend the IRS for following through on our request so that..."



IRS extends tax deadline 90 days in response to coronavirus - WRNJ Radio Home/RNJ News/News Department/IRS extends tax deadline 90 days in response to coronavirus News Department IRS extends tax deadline 90 days in response to...  
WRNJRADIO.COM

- **Josh Gottheimer** has spent **\$39**. He is messaging on the extended tax deadline.

## Missouri - \$24

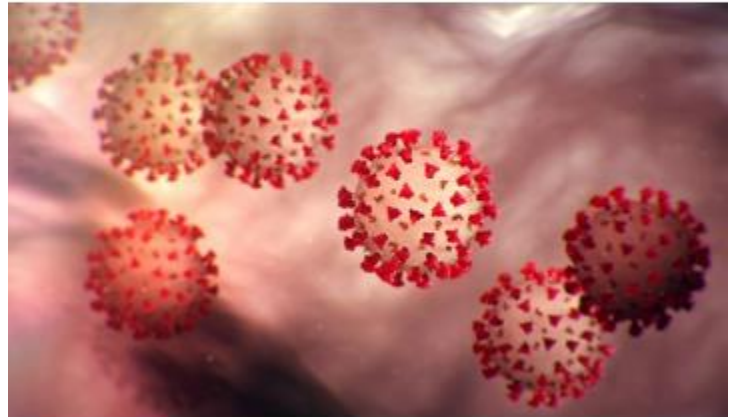


**Congressman Jason Smith**

Sponsored - Paid for by Congressman Jason Smith

Follow my page to see our latest efforts to combat the coronavirus outbreak, including how I'm working with President Trump to protect Missouri families.

This will take all of us working together!



Congressman Jason Smith  
Government Official  
26,490 people like this



- **Jason Smith** has spent **\$24**. He is messaging on working with Donald Trump.



# House

## Illinois - \$13



**Jeanne Ives**

Sponsored - Paid for by JEANNE FOR CONGRESS

University of Chicago student, Evita Duffy was photographed with a whiteboard on which she wrote, "I vote because the coronavirus won't destroy America, but socialism will. She received threats and personal attacks, just for declaring that she was a conservative on a college campus.

Please make a donation today to stop this kind of hatred from the radical left.

#AllIn4Ives



Jeanne Ives  
SECURE.WINRED.COM

Donate Now

- **Jeanne Ives** has spent **\$13**. She is messaging on socialism as a threat more dangerous than coronavirus.