



CORONAVIRUS 2020

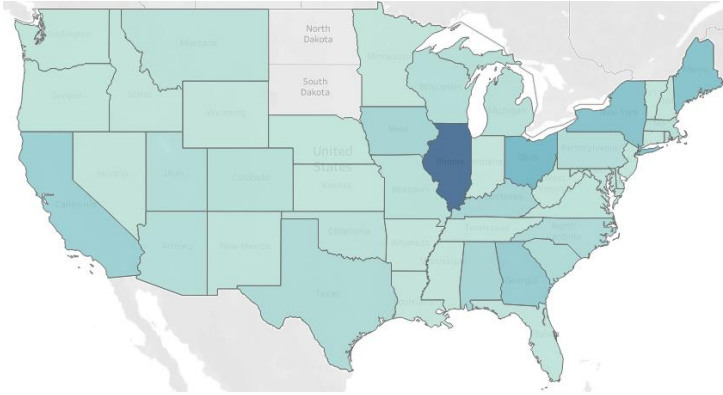
Senate Advertising Analysis

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 Senate campaigns.

- Nearly half of the money being spent on Coronavirus ads is coming from PACs and other political organizations.
- Almost all of the outside spending messaging on the virus is from Democratic groups.
- Kentucky and Maine are the Coronavirus battleground states
 - They are the only two states where the Republican incumbents and the Democratic challengers are messaging on Coronavirus.
 - Nearly 95% (\$2.08M) of all money spent on Coronavirus messaging in Senate races has been spent in these two states

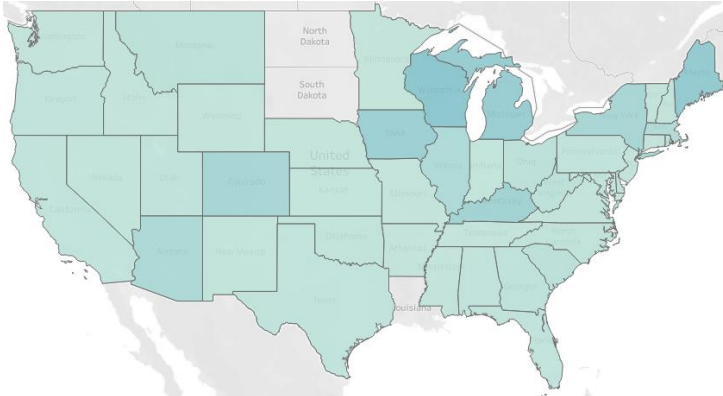
This is just the start of this pandemic and we will continue to track both how advertisers message on the virus as well as how spending is affected. This report outlines both the money spent on coronavirus messaging as well as the messaging itself.

Political Spending: March 3rd – March 16th



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

Political Spending: March 17th – March 30th



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.



Senate

10 Advertisers : 6 States

\$2M spent on ads* : \$1.04M cut**

Maine - \$1.2M



Susan Collins

Sponsored • Paid for by COLLINS FOR SENATOR

These are troubling times for Maine and our country, but everywhere you look, there are heroes serving on the frontlines of the fight against coronavirus. Please share this video as a way of saying 'Thank you' to those who bravely go to work every day so the rest of us can remain in the safety of our homes.



Please Share

Thank you to all our heroes.
WWW.SUSANCOLLINS.COM

Learn More

Kentucky - \$833K



Be A Hero

Sponsored • Paid for by BE A HERO PAC

We are in a massive crisis. COVID-19 is spreading faster than our country can handle and instead of instituting preventative measures, Republicans blocked the emergency Paid Sick Leave Bill. Not only is it outrageous that we are one of the only developed countries that doesn't mandate paid sick leave for workers — we're endangering millions of lives if we don't pass paid sick leave as coronavirus continues to spread.

Add your name to our petition to tell Mitch McConnell and Trump that we CAN'T wait. We need Paid Sick leave now.



Sign on: Tell Republicans we need Paid Sick Leave
We can't wait in this emergency.
ACT.BEAHEROPAC.COM

- **Majority Forward** has spent **\$838K** on [tv ads](#). They are messaging on Sara Gideon's leadership during the crisis.
- **Susan Collins** has spent **\$238K** on tv ads ([here](#), [here](#), and [here](#)). She is messaging on pausing campaigning and heroes working during the crisis.
- **Sara Gideon** has spent **\$171K** [on tv](#). She is messaging on helping Mainers get through the crisis.
- **Be A Hero** is messaging on Collins' failure to prepare for this.

*Our ingestion of digital advertising has a lag, so digital numbers are not current

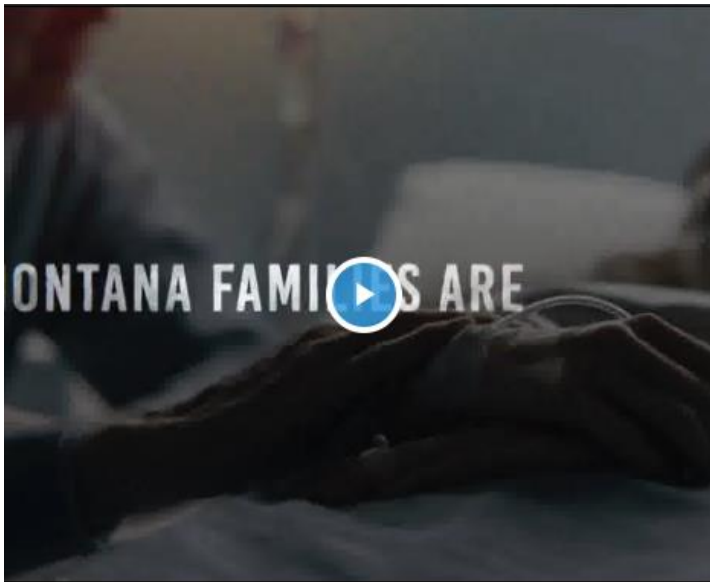
**Both spending and cuts are estimates based on current advertising, pre-bookings, and spending trends

- **Mitch McConnell** has spent **\$547K** on both [tv](#) and radio. He is messaging on McGrath politicizing the virus.
- **Amy McGrath** has spent **\$285K** on both [tv](#) and radio. She is messaging on McConnell disappearing and helping healthcare workers.
- **Be A Hero** is messaging on paid sick leave and McConnell on FaceBook.



Senate

Montana - \$227K



- **Steve Daines** has spent **\$128K** on [tv ads](#). He is messaging on his work on the coronavirus relief package
- **Protect Our Care** has spent **\$99K** on [tv ads](#). They are messaging on protecting Medicare and Medicaid.

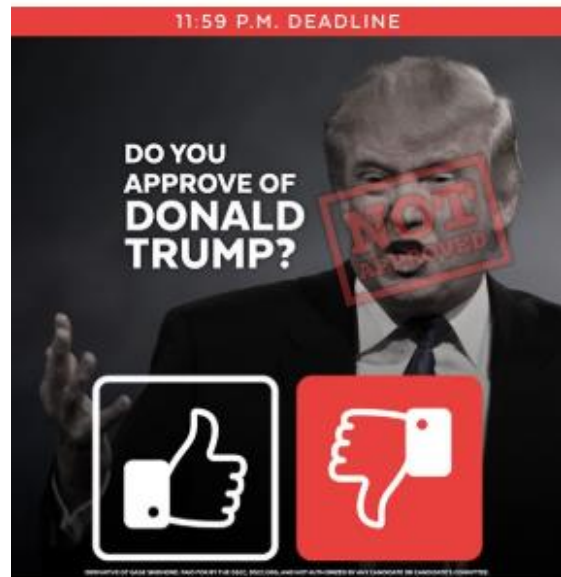
National - \$11,638

DSCC Senate Democrats
Sponsored • Paid for by DSCC

🗳️ Did you see that Trump called the crisis a 'HOAX'?

MISSING YOUR RESPONSE | 11:59 P.M. DEADLINE
IMMEDIATE ACTION NEEDED: Do you approve of Donald Trump?

Trump is actually proposing that tax cuts are more important right..



● LIVE POLL | Do you approve of Donald Trump?
⇒ EMERGENCY POLLING CLOSING AT 11:59 P.M. ⇐
ACTION.DSCC.ORG

- **Indivisible Guide** has spent **\$6,638**. They are messaging paid sick leave.
- **FWD.us** has spent **\$2,610**. They are messaging on calling your senator.
- **DSCC** is messaging on free testing.
- **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.



Senate

Colorado - \$918



Rocky Mountain Values

Sponsored • Paid for by Rocky Mountain Values

"2,800 signatures [were delivered] today to the office of Cory Gardner (R-CO), calling on the senator to abandon his long standing opposition to Obamacare and, instead, start protecting the national health care law."

<https://coloradotimesrecorder.com/2020/03/gardner-presented-with-petition-to-protect-obamacare-which-turns-10-today/22208/>



Petition Calls on Gardner to Protect Obamacare, Which Turns 10 Today
Gardner has not changed his stance against Obamacare, despite the health care crisis faced by many Americans today.
COLORADOTIMESRECORDER.COM

- **Rocky Mountain Values** has spent **\$918**. They are messaging on Cory Gardner's desire to get rid of the ACA.

Georgia - \$357



MoveOn

Sponsored • Paid for by MOVEON.ORG POLITICAL ACTION

On February 28, Senator Kelly Loeffler tweeted reassuring voters about America's novel coronavirus preparedness, but behind closed doors, she was selling off up to \$3.1 million in personal stock holdings. Senator Loeffler has been caught red handed using private information for her personal profit, at our expense -- it's time for her to resign.



It's Time For Senator Loeffler To Resign
THEDAILYBEAST.COM

[Learn More](#)

- **Moveon.org** has spent **\$234**. They are messaging on Kelly Loeffler's stock trading.
- **John Ossoff** has spent **\$123**. He is messaging on Kelly Loeffler and David Perdue's stock trading.



Senate

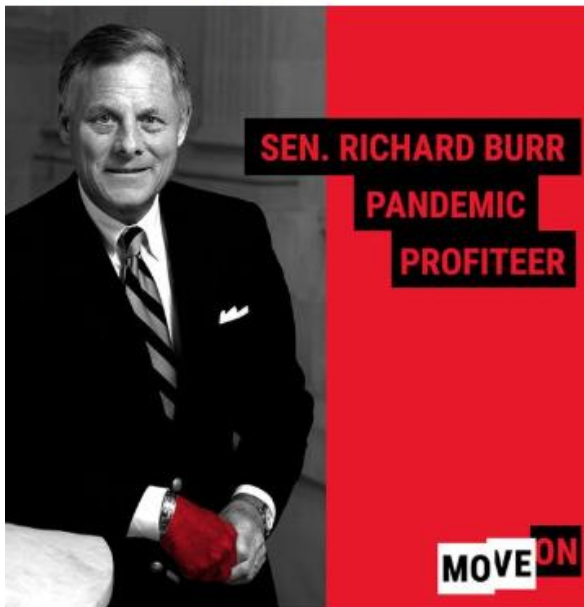
North Carolina - \$202



MoveOn

Sponsored - Paid for by MOVEON.ORG POLITICAL ACTION

In public, Senator Burr misleadingly reassured voters about America's novel coronavirus preparedness, parroting the Trump-GOP party line. But behind the scenes, he was selling off up to \$1.7 million in personal stock holdings. Senator Burr was caught red handed using private information for his personal profit, at our expense -- it's time for him to resign.



It's Time For Senator Burr To Resign
SIGN.MOVEON.ORG

[Learn More](#)

- **Moveon.org** has spent **\$202**. They are messaging on Richard Burr's stock trading.

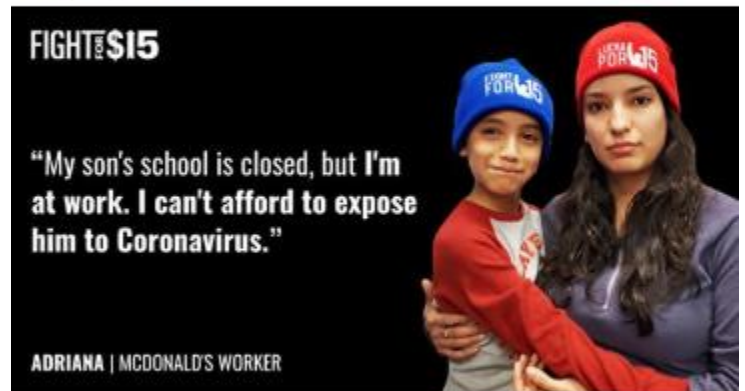
Michigan - \$117



Fight for \$15

Sponsored - Paid for by Fight for \$15

Pres. Trump and Congress need to protect workers most impacted by the coronavirus. Agree? Send a letter now >>
bit.ly/ff15protectworkers



SIGN NOW: Demand Congress & Pres. Trump protect ALL Americans

Add your name today! Take a stand for ALL workers during this crisis.

SECURE.EVERYACTION.COM

[Learn More](#)

- **Fight for \$15** has spent **\$117**. They are messaging on paid sick leave.



Senate

Tennessee - \$49

Bill Hagerty
Sponsored · Paid for by TEAM HAGERTY

Communist China has been lying about the Wuhan coronavirus since day one.

SHARE IF YOU AGREE:

CHINA LIED
ABOUT
CORONAVIRUS
SHARE IF YOU AGREE

HAGERTY
U.S. SENATE

- **George Flinn** has spent **\$49**. He is messaging on lack of preparation and corruption
- **Bill Hagerty** is messaging on China.
- **Mani Sethi** is messaging on his experience as a doctor.