

# DCCC Political Call Sheet

**To:** Leader Nancy Pelosi  
**From:** DCCC Political Department, *Brian Zuzenak* (cell: 615-479-0603, email: [Zuzenak@dccc.org](mailto:Zuzenak@dccc.org))  
**Date:** June 4, 2013  
**Re:** Call to Steve Elmendorf, Chairman of Victory Fund to discuss Scott Peters (CA-52), John Tierney (MA-06), Kyrsten Sinema (AZ-09) and Sean Patrick Maloney (NY-18)

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## Request:

Please call Steve Elmendorf, Chairman of Victory Fund to talk about the following:

1. Frontline members Rep Scott Peters (CA-52) and Rep John Tierney (MA-06) who both face Republican opponents who are openly gay, and
2. Exploring additional opportunities to support Frontline members Rep Kyrsten Sinema (AZ-09) and Rep Sean Patrick Maloney (NY-18) who were both supported by Victory Fund in 2012. Specifically we would like them to work with House Majority PAC.

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## Talking Points:

- **[MA-06 & CA-52] Please ask Victory Fund to stay out of the races against Rep. Peters and Rep. Tierney and to not endorse DeMaio or Tisei. (Victory Fund endorsed Tisei in 2012 against Tierney but we are hopeful that they will reconsider in 2014. They have NOT previously endorsed DeMaio.)**
- [CA-52] Please make sure Victory Fund is aware of DeMaio's poor record on LGBT issues. *His full record is outlined in the background section.*
- [MA-06] John Tierney has a great record on LGBT issues from ENDA to same sex marriage and domestic partner benefits; he has stood with this community and deserves the Victory Fund's support. *His full record is outlined in the background section.*
- **[AZ-09 & NY-18] Please urge Victory Fund to consider other vehicles of support (like House Majority PAC) for their endorsed candidates especially Frontline Incumbents Rep Kyrsten Sinema and Rep Sean Patrick Maloney.**
- Please ask is there is any further information we can provide that would be helpful.

## CA-52 (S. Peters) Background:

- Former San Diego City Councilmember and former San Diego Mayoral candidate Carl DeMaio is considering a run against Representative Scott Peters in CA-52.
- Victory Fund did not endorse DeMaio in his mayoral bid but they do have some donors in San Diego who are supportive.
- DeMaio is openly gay, but does not have a good record on LGBT issues:
  - **DeMaio Promised Gay Rights Would Not be a Priority for Him.** In 2012, during his mayoral campaign, DeMaio “insisted that gay rights will not be a priority for him as Mayor.” [Associated Press, [11/06/12](#)]
  - **AP: DeMaio “Publicly Silent” on Proposition 8.** In 2012, the Associated Press noted that while DeMaio said he supported same sex marriage, he “was publicly silent on a 2008 state ballot measure to ban the practice.” [Associated Press, [11/02/12](#)]
  - **DeMaio Accepted Campaign Contributions from Backers of Proposition 8.** In 2012, during his mayoral bid, DeMaio accepted campaign contributions and support from backers of Proposition 8, the 2008 initiative that banned same-sex marriage in California. [[San Diego Union-Tribune, 9/19/12](#)]
  - **San Diego Union-Tribune: “DeMaio Has Long Been At Odds With the Majority of the LGBT Community.”** In 2012, the [San Diego Union Tribune](#) reported that Demaio “has long been at odds with the majority of the LGBT community because of his oft-repeated pledge not to be an advocate for social issues while in public office...” [[San Diego Union-Tribune, 9/19/12](#)]
  - **Criticized Opponent’s Support for the FAIR Education Act Which Called for LGBT History to Be Taught at Schools.** In 2012, DeMaio sent out a packet on his opponent, Nathan Fletcher’s voting record which noted his support of The FAIR Education Act, which called in part for LGBT history to be included in school studies. [[San Diego Union-Tribune, 3/28/12](#)]
  - **Nation’s Largest Republican Gay Advocacy Group Endorsed DeMaio’s Opponent.** In 2011, the local chapter of the nation’s largest Republican gay advocacy group, the Log Cabin Republicans San Diego, endorsed state Assemblyman Nathan Fletcher for San Diego mayor. The decision meant the organization “spurned the campaigns of City Councilman Carl DeMaio and District Attorney Bonnie Dumanis, both of whom are gay -- Fletcher is not.” [[San Diego Union-Tribune, 10/25/11](#)]
  - **DeMaio was booed at Various LGBT Events During Mayoral Campaign.** In 2012, “during the mayoral campaign, DeMaio has been booed at various LGBT-centric events, including a mayoral debate in Hillcrest, a rainbow flag-raising ceremony for the community and the annual Pride parade in which he walked alongside his longtime partner.” [[San Diego Union-Tribune, 9/19/12](#)]
- Representative Peters has a track record of supporting LGBT issues:
  - **Voted to Oppose Proposition 8.** In 2008, as San Diego City Council member, voted to oppose the Proposition 8 initiative that would ban same-sex marriage. [[San Diego Union-Tribune, 10/29/08](#)]

- **Voted for Measure in Support of Legalizing Gay Marriage in California.** In 2007, as San Diego City Council member, Peters voted for a measure in support of gay marriage in California. [KPBS, [9/19/07](#)]
- **Praised Ruling by the California Supreme Court to Legalize Gay Marriage.** In 2008, Peters praised the ruling by the California Supreme Court to legalize gay marriage saying: “I don’t believe the government should be involved in people’s personal lives. I believe everyone should be treated equally under the law and I think the ruling reflects that. [City News Service, 5/15/08]
- **Argued for End to “Don’t Ask, Don’t Tell Policy.”** In 2012, at a debate with Brian Bilbray, Peters reiterated his support for same-sex marriage and said he favored ending the “Don’t Ask, Don’t Tell” policy on gays in the military. [[San Diego Union-Tribune, 10/11/12](#)]
- **Voted to Reauthorize the Violence Against Women Act that Included Protections for Gay, Bisexual, or Transgender Victims of Domestic Abuse.** In February 2013, Peters voted to reauthorize the Violence Against Women Act that included protections for gay, bisexual, or transgender victims of domestic abuse. [S. 47, [Vote #55, 2/28/13](#)]
- **Voted Against Republican Version of VAWA that Excluded Protections for Gay Victims of Domestic Abuse.** Before final passage of the Senate version, Peters voted against the Republican House version of the bill which, according to the [New York Times](#), “excluded specific protections for gay, bisexual, or transgender victims of domestic abuse – eliminating ‘sexual orientation’ and ‘gender identity’ from a list of ‘underserved populations’ that face barriers to receiving victim services – and stripped certain provisions regarding Native American women on reservations.” [S. 47, [Vote #54, 2/28/13](#); [New York Times, 2/28/13](#)]

### **MA-06 (Tierney) Background:**

- Tisei was endorsed by Victory Fund in 2012 in his race against Rep. Tierney.
- Former State Senator Richard Tisei has not ruled out a re-match against Congressman John Tierney.
- Tisei is an openly gay and moderate Republican with a statewide fundraising base who came close to defeating Tierney (50.6% - 49.4%)
- Tierney has a 100% rating from the Human Rights Campaign.
  - Tierney voted for prohibiting job discrimination based on sexual orientation.
  - Tierney voted against a Constitutional amendment defining marriage as one-man-one woman.
  - Tierney voted against a Constitutional amendment banning same-sex marriage.
  - Tierney voted against banning gay adoptions in Washington, DC.
  - Tierney voted to give domestic partnership benefits to Federal employees.

**AZ-09 (Sinema) & NY-18 (Maloney) Background:**

- In 2012 Victory Fund endorsed Kyrsten Sinema and bundled about \$70k for her. They also endorsed Sean Patrick Maloney and Mark Takano and raised \$40k for each.
- Victory *did not* engage with HMP last cycle on their behalf. *Victory Fund's board needs to be pushed to make IE spending a priority.* Sinema, Maloney and potentially Sean Eldridge need assistance on a larger scale in 2014.
- Citizen's United and an exponential increase in the number of openly gay candidates in recent years require a priority on IE spending to help their candidates get elected. Victory Fund fundraising has not kept pace with this rapidly changing environment.
- The Victory Fund board should be urged to increase their donor base beyond the LGBT community. Just like EMILY's List, who many men contribute to, the straight/progressive community has a natural inclination to give to Victory Fund.
- *It is crucial to Victory's success and relevancy to open a new revenue stream and impact Congressional races in a more meaningful way – via Independent Expenditure investment.*

## CA-52 DISTRICT SUMMARY

### FINANCIAL INFO

#### 2014 Q1 Candidate Summary

Name	Party	Q1 Raised	Q1 Spent	Q1 COH
Scott Peters	D	\$258,290.29	\$67,131.54	\$219,859.75

#### 2012 Candidate Cycle Summary

Name	Party	Cycle Raised	Cycle Spent	Ending COH
Scott Peters	D	\$4,381,438	\$4,352,737	\$28,701
Brian Bilbray	R	\$2,659,541	\$2,772,270	\$ 45,649

#### 2012 Major Democratic v. Republican IE Spending

Name	Party	IE
<b>DCCC</b>	<b>D</b>	<b>\$2,000,187.92</b>
House Majority PAC	D	\$889,373.68
Other Democratic Spending	D	\$713,900.47
<b>NRCC</b>	<b>R</b>	<b>\$2,431,179.05</b>
Other Republican Spending	R	\$2,344,537.04
<b>All Democratic Spending (Includes spending under \$50,000)</b>		<b>\$3,603,462.07</b>
<b>All Republican Spending (Includes spending under \$50,000)</b>		<b>\$4,775,716.09</b>
		<b>\$8,597,261.90</b>

#### 2012 DCCC Full Itemized Spending

Name	Field	IE	Other Spending	Total
DCCC	\$122,331.84	\$2,000,187.92	\$365,190.69	\$2,487,710.45

### ELECTION RESULTS

#### Congressional Statistics

(2 Party Vote)

Cycle	W/L	Candidate	Party	Vote
2012	W	PETERS	DEM	51.2%
2012	L	BILBRAY	REP	48.8%
2010	L	BUSBY	DEM	41.1%
2010	W	BILBRAY	REP	58.9%
2008	L	LEIBHAM	DEM	47.4%
2008	W	BILBRAY	REP	52.6%

#### Presidential Statistics

(2 Party Vote)

Cycle	Candidate	Party	Vote
2012	OBAMA	DEM	53.3%
2012	ROMNEY	REP	46.7%
2008	OBAMA	DEM	56.3%
2008	McCAIN	REP	43.7%

### DISTRICT DATA

DPI	49.0%
AfAm	2.9%
Hispanic	11.5%
Other	21.0%
<b>Total Minority</b>	<b>35.4%</b>

### DISTRICT DATA

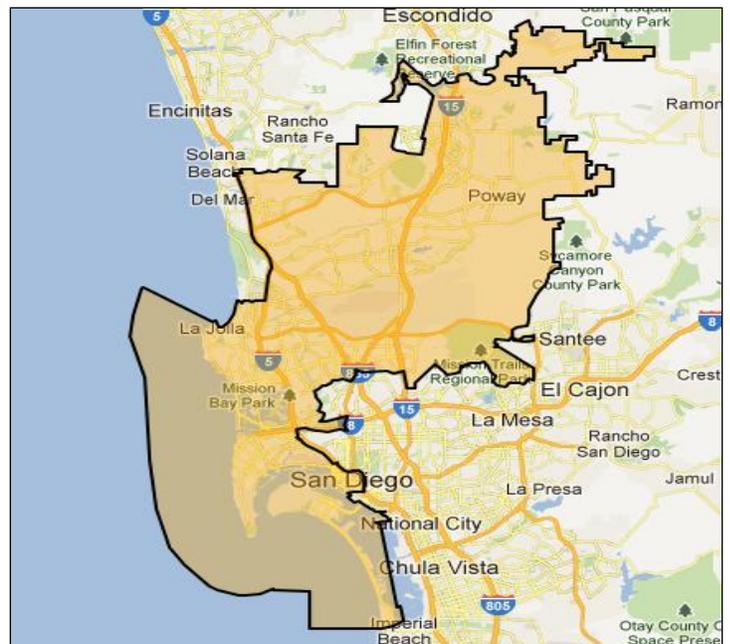
San Diego

### MEDIA MARKETS

San Diego, CA (100%)  
\$335 (Politics) / \$385 (Issue)

### 2012 PAID COMMUNICATIONS THEMES

- Bilbray was painted as a career politician and lobbyist connected to special interests.
- Scott Peters was called a wasteful millionaire, out of touch with San Diego and American priorities.



## MA-06 DISTRICT SUMMARY

### FINANCIAL INFO

#### 2014 Q1 Candidate Summary

Name	Party	Q1 Raised	Q1 Spent	Q1 COH
John Tierney	D	\$264,135.36	\$60,416.24	\$225,889.18

#### 2012 Candidate Cycle Summary

Name	Party	Cycle Raised	Cycle Spent	Ending COH
John Tierney	D	\$2,133,195	\$2,299,260	\$22,170
Richard Tisei	R	\$2,353,474	\$2,352,537	\$937

#### 2012 Major Democratic v. Republican IE Spending

Name	Party	IE
<b>DCCC</b>	<b>D</b>	<b>\$362,592.08</b>
House Majority PAC	D	\$442,599.47
Other Democratic Spending	D	\$806,793.22
<b>NRCC</b>	<b>R</b>	<b>\$1,551,107.56</b>
Other Republican Spending	R	\$2,004,187.55
<b>All Democratic Spending</b> (Includes spending under \$50,000)		<b>\$1,611,984.77</b>
<b>All Republican Spending</b> (Includes spending under \$50,000)		<b>\$3,555,295.11</b>
		<b>\$5,167,279.88</b>

#### 2012 DCCC Full Itemized Spending

Name	Field	IE	Other Spending	Total
DCCC	\$67,090.00	\$362,592.08	\$1,068,703.64	\$1,498,385.72

### ELECTION RESULTS

#### Congressional Statistics

(2 Party Only)

Cycle	W/L	Candidate	Party	Vote
2012	W	TIERNEY	DEM	50.6%
2012	L	TISEI	REP	49.4%
2010	W	TIERNEY	DEM	57.0%
2010	L	HUDAK	REP	43.0%
2008	W	TIERNEY	DEM	70.7%
2008	L	BAKER	REP	29.3%

#### Presidential Statistics

(2 Party Only)

Cycle	Candidate	Party	Vote
2012	OBAMA	DEM	55.4%
2012	ROMNEY	REP	44.6%
2008	OBAMA	DEM	57.9%
2008	MCCAIN	REP	42.1%

### DISTRICT DATA

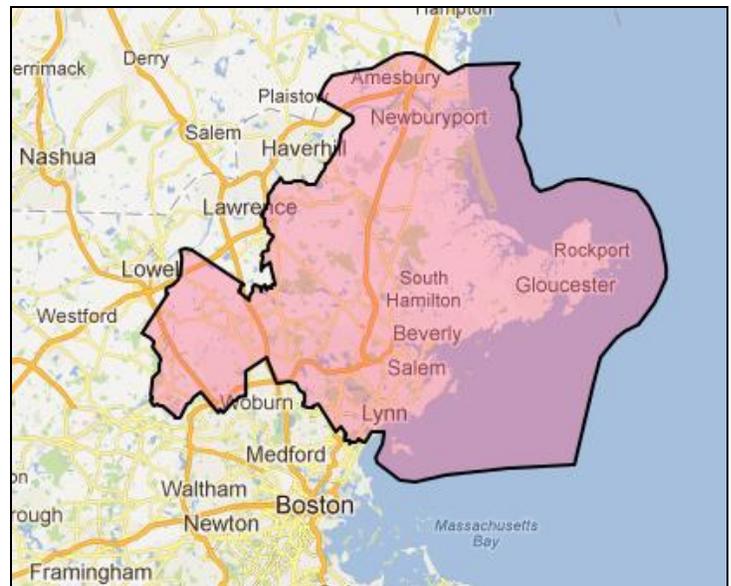
DPI	50.9%
AfAm	2.3%
Hispanic	6.0%
Other	4.6%
<b>Total Minority</b>	<b>12.9%</b>

### MAJOR CITIES

Salem  
Gloucester

### MEDIA MARKETS

**Boston** (100%)  
\$650 (Politics) / \$720 (Issue)



### 2012 PAID COMMUNICATIONS THEMES

- Republicans focused on the Tierney family's illegal gambling operation and portrayed Tierney as dishonest.
- Tierney concentrated on his record in Congress as a job creator.
- Tisei's ads centered around his independent and "liberal" views, using Democrats from the district to deliver the message.

## AZ-09 DISTRICT SUMMARY

### FINANCIAL INFO

#### 2014 Q1 Candidate Summary

Name	Party	Q1 Raised	Q1 Spent	Q1 COH
Kyrsten Sinema	D	\$333,062.76	\$74,924.61	\$307,061.42
Vernon Parker	R	\$11,062.00	\$0.00	\$11,062.00
Martin Sepulveda	R	\$0.70	\$593.11	\$3,491.60

#### 2012 Candidate Cycle Summary

Name	Party	Cycle Raised	Cycle Spent	Ending COH
Kyrsten Sinema	D	\$2,167,384	\$2,118,460	\$48,923
Vernon Parker	R	\$1,196,196	\$1,170,856	\$27,143

#### 2012 Major Democratic v. Republican IE Spending

Name	Party	IE
<b>DCCC</b>	<b>D</b>	<b>\$1,952,680.48</b>
House Majority PAC	D	\$494,440.01
Other Democratic Spending	D	\$387,614.52
<b>NRCC</b>	<b>R</b>	<b>\$1,433,864.43</b>
Other Republican Spending	R	\$1,439,762.65
<b>All Democratic Spending (Includes spending under \$50,000)</b>		<b>\$2,834,735.01</b>
<b>All Republican Spending (Includes spending under \$50,000)</b>		<b>\$2,873,627.08</b>
		<b>\$5,801,952.85</b>

#### 2012 DCCC Full Itemized Spending

Name	Field	IE	Other Spending	Total
DCCC	\$76,505.00	\$1,952,680.48	\$242,934.00	\$2,272,119.48

### ELECTION RESULTS

#### Congressional Statistics

(2 Party Only)

Cycle	W/L	Candidate	Party	Vote
2012	W	SINEMA	DEM	52.2%
2012	L	PARKER	REP	47.8%
2010	L	MITCHELL	DEM	45.3%
2010	W	SCHWEIKERT	REP	54.7%
2008	W	MITCHELL	DEM	55.2%
2008	L	SCHWEIKERT	REP	44.8%

#### Presidential Statistics

(2 Party Only)

Cycle	Candidate	Party	Vote
2012	OBAMA	DEM	52.3%
2012	ROMNEY	REP	47.7%
2008	OBAMA	DEM	52.0%
2008	MCCAIN	REP	48.0%

### DISTRICT DATA

DPI	49.5%
AfAm	4.6%
Hispanic	22.3%
Other	8.5%
<b>Total Minority</b>	<b>35.4%</b>

### MAJOR CITIES

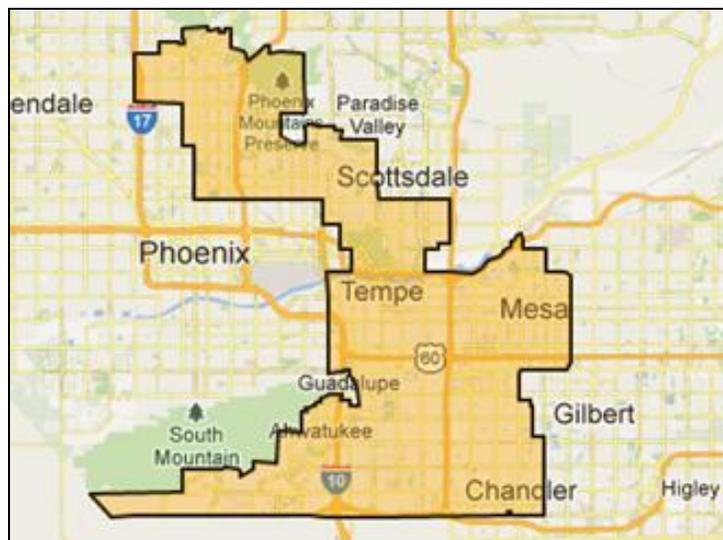
Tempe  
Southern Phoenix  
Scottsdale (partial)

### MEDIA MARKETS

Phoenix/Prescott (100%)  
\$321 (Politics) / \$385 (Issue)

### 2012 PAID COMMUNICATIONS THEMES

- Sinema and her allies painted Parker as an anti-women, anti-senior, anti-public education tea party candidate.
- Parker and his allies used Sinema's own quote to say she attacked stay at home moms.
- Parker et al also tried to dub Sinema as extreme calling her a "radical left wing activist" who promotes hatred of our country, allies and families.



## NY-18 DISTRICT SUMMARY

### FINANCIAL INFO

#### 2014 Q1 Candidate Summary

Name	Party	Q1 Raised	Q1 Spent	Q1 COH
Sean Patrick Maloney	D	\$516,763.51	\$75,253.43	\$452,672.75
Nan Hayworth	R	\$13,830.99	\$60,891.79	\$7,460.83

#### 2012 Candidate Cycle Summary

Name	Party	Cycle Raised	Cycle Spent	Ending COH
Sean Maloney	D	\$2,257,170	\$2,246,008	\$11,162
Nan Hayworth	R	\$3,319,063	\$3,317,572	\$54,521

#### 2012 Major Democratic v. Republican IE Spending

Name	Party	IE
<b>DCCC</b>	<b>D</b>	<b>\$40,276.94</b>
House Majority PAC	D	\$1,045,856.35
Other Democratic Spending	D	\$814,329.25
<b>NRCC</b>	<b>R</b>	<b>\$1,022,209.62</b>
Other Democratic Spending	R	\$2,087,808.78
<b>All Democratic Spending (Includes spending under \$50,000)</b>		<b>\$1,900,462.54</b>
<b>All Republican Spending (Includes spending under \$50,000)</b>		<b>\$3,110,018.40</b>
		<b>\$5,010,480.94</b>

#### 2012 DCCC Full Itemized Spending

Name	Field	IE	Other Spending	Total
DCCC	\$100,425.00	\$40,276.94	\$638,505.30	\$779,207.24

### ELECTION RESULTS

#### Congressional Statistics

(2 Party Only)

Cycle	W/L	Candidate	Party	Vote
2012	W	MALONEY	DEM	51.9%
2012	L	HAYWORTH	REP	48.1%
2010	L	HALL	DEM	47.0%
2010	W	HAYWORTH	REP	53.0%
2008	W	HALL	DEM	58.6%
2008	L	LALOR	REP	41.4%

#### Presidential Statistics

(2 Party Only)

Cycle	Candidate	Party	Vote
2012	OBAMA	DEM	52.2%
2012	ROMNEY	REP	47.8%
2008	OBAMA	DEM	52.7%
2008	McCAIN	REP	47.3%

### DISTRICT DATA

DPI	48.8%
AfAm	8.2%
Hispanic	13.1%
Other	4.4%
<b>Total Minority</b>	<b>25.7%</b>

### MAJOR CITIES

Newburgh  
Middletown

### MEDIA MARKETS

New York (100%)  
\$1,375 (Politics) / \$1,975 (Issue)

### 2012 PAID COMMUNICATIONS THEMES

- Hayworth and Republicans charge that Maloney is a carpetbagger and political operative.
- Maloney and Democrats tied Hayworth to an extreme Tea Party agenda.

