

Phil Bredesen

U.S. SENATE

TO: Team Bredesen
FROM: Bob Corney, Campaign Manager
DATE: October 14, 2018
RE: State of Our Race

As of the writing of this memo, Early Voting begins in three days (Wednesday, October 17) and Election Day is in 23 days (Tuesday, November 6). Governor Bredesen is positioned to win the U.S. Senate race. And I'm proud to report: The state of our campaign is stronger than it has ever been.

Since launching this campaign on December 7, 2017 — 311 days ago, without emails, phones, staff or even an office — we have hit more major milestones than I can count, including:

- Through countless events, speeches, press interviews, TV ads, radio ads, and social media interactions, Governor Bredesen has successfully reintroduced himself to millions of Tennessee voters — many of whom believe in his bipartisan approach to getting things done and his desire to change Washington.
- Along the way, more than 4,000 volunteers have raised their hands to get involved, knocking on doors and making phone calls to hundreds of thousands of voters.
- Thanks to Democrats, Republicans and Independents alike, we've raised nearly \$15 million and counting — including \$6.6 million in receipts during the latest quarter, which we'll report tomorrow to the Federal Election Commission.
- During the debates, Governor Bredesen demonstrated the kind of statesman-like and independent-minded leadership that's traditionally the hallmark of Tennessee's representation in the U.S. Senate.

After all this — in a state that President Trump won by 26 points in 2016 — our pollster finds the race to be “essentially dead-locked” as we head into the homestretch (see attached memo from Garin-Hart-Yang Research Group). Our opposition agrees. An email on Friday, October 12, from the Senate Conservatives Fund supporting Congresswoman Blackburn declares Tennessee's Senate race “too close to call.”

So what does all this mean as we enter the homestretch? Answer: Team Bredesen must continue to execute a flawless campaign, with strategic blocking and tackling at every step. And we've got to fight back against the more than \$20 million in negative attacks (so far) that are trying to distort Governor Bredesen's sterling record of service to Tennessee.

-More-

According to the Tennessee Journal, “about two out of every three dollars” in dark money pouring into our state from outside groups are being spent to oppose and tear down Governor Bredesen. You only need to turn on TV news to see the deluge of negative ads flooding this race. Below are the latest estimates, which change daily and hourly:

GROUPS ATTACKING GOVERNOR BREDESEN	ESTIMATE
Americans For Prosperity	\$ 4,700,000
Americans For Prosperity Action	433,000
Blackburn Campaign	5,083,175
Blackburn Campaign & National Republican Senatorial Committee (NRSC)	876,426
Committee to Defend the President	943,968
National Rifle Association	498,855
NRSC	1,106,588
Senate Leadership Fund (Mitch McConnell)	7,336,098
Tennessee Republican Party	452,320
TOTAL	\$ 21,430,430
<i>Sources: Federal Election Commission, Center for Responsive Politics, Tennessee Journal, Buying Time</i>	

Some candidates and campaigns might find this negative noise distracting. But not Phil Bredesen and not Team Bredesen.

The fact that this race is a dead heat — despite us being significantly outspent — is a testament to the deep reservoir of confidence and goodwill that Governor Bredesen built up among Tennessee voters during his eight years leading our state, and over the course of this campaign. Moreover, it’s proof that Tennesseans are looking for new and independent voices in Washington — not a rubber-stamp member of Congress who has spent 16 years presiding over massive increases in the national debt and federal deficit, taking more than \$800,000 from drug companies while fueling the opioid crisis, and contributing to the hyper-partisanship that’s hurting our country.

Looking ahead: We know that Phil Bredesen is the best-equipped candidate — in terms of experience, effectiveness and temperament — to represent Tennessee in the U.S. Senate. If we keep doing our jobs and stay focused between now and November 6, we’ll soon be welcoming Senator Bredesen to the world’s greatest deliberative body.

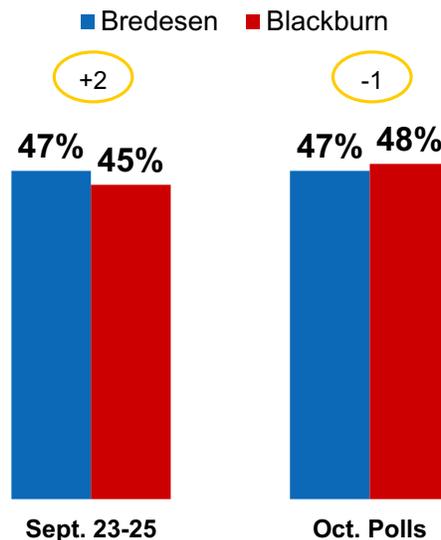
He’s got this. We’ve got this, together. Onward.

TO: Bredeesen for Senate
FROM: Frederick Yang
DATE: October 14, 2018
RE: Recent polling in Tennessee U.S. Senate Race

The latest polls by Garin-Hart-Yang show the U.S. Senate race to be essentially dead-locked. Despite more than \$20 million in negative attacks over TV, radio, digital platforms, and direct mail, Governor Phil Bredeesen maintains a favorable profile and remains better-liked than Congresswoman Marsha Blackburn. Governor Bredeesen is positioned to win in the upcoming November 6th election. Still, we agree with an October 12th email from the Senate Conservatives Fund that Tennessee's U.S. Senate race is currently "too close to call."

The average of our two recent polls (October 8-11 and October 3-6) shows the U.S. Senate race neck and neck and UNCHANGED from our September 23-25 poll:

Initial Trial Heat for U.S. Senate *

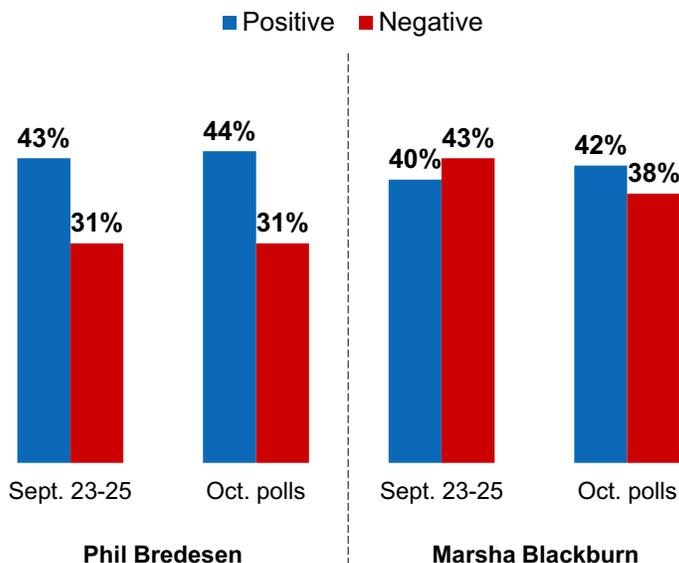


* Surveys conducted among 600 likely statewide voters on landlines and cell phones; margin of error $\pm 4\%$

While the election is polarized among the most partisan voters, Governor Bredeesen still receives double the percentage of Republican voters that Congresswoman Blackburn gets among Democrat voters. Meanwhile, among the critical group of Independent voters, Governor Bredeesen leads by a significant 53%-33% margin.

Among top findings from our most recent poll: Despite the six-week drumbeat of negative attacks, positive feelings toward Governor Bredeesen significantly outweigh negative feelings, while Congresswoman Blackburn remains a personally polarizing figure.

Candidate Feeling Thermometer



Meanwhile, Governor Bredesen maintains a more than 2-to-1 positive image among Independent voters (48% positive, 19% negative). By contrast, Congresswoman Blackburn has a net negative image among Independent voters (28% positive, 48% negative).

Finally, among all voters, Governor Bredesen leads in perceptions of political independence and nonpartisanship.

Which candidate better on selected item

