



To: All Interested Parties
From: Paul Weborg
Date: April 24, 2020
RE: Brigid Callahan Harrison - Path to Victory

Overview

New Jersey's 2nd congressional district is a national bellwether. In the past 50 years local residents have successfully picked the eventual presidential winner all but one time. Most recently, this district saw President Obama win reelection by 8% in 2012, only for President Trump to reverse course with a 5% win in 2016. As the 2020 election is upon us, a course correction favoring Democrats is likely due to Joe Biden's robust regional popularity after serving as United States Senator from neighboring Delaware for over three decades. Additionally, voter registration trends show a growing advantage for Democrats with nearly 17,000 more voters affiliating as Democrats, which is the largest partisan advantage of any New Jersey frontline congressional district. This sets up a favorable political environment to flip the seat from red to blue once again.

In order to defeat Rep. Van Drew, Democrats must field a strong candidate that will hold him accountable and strip away his ability to secure both crossover Democrats and self-identified Independents. Before entering the race for Congress, Brigid Callahan Harrison had already demonstrated her tenacity to stand up to Rep. Van Drew and now his right-wing allies have turned their attacks in her direction because they know Brigid has what it takes to send Van Drew packing.

Before the general election matchup begins, Brigid Callahan Harrison needed to forge a clear path to secure the Democratic nomination amongst a crowded field of candidates. She has done exactly that by winning the support of county party leaders, elected officials and organized labor that drive success in Democratic primaries normally, but play a uniquely super-sized role in New Jersey.

Brigid Callahan Harrison Clears Path to the Democratic Nomination

Securing the support of Democratic Party leadership in New Jersey enables a candidate to bracket, running as a team, with elected officials and candidates that have solid support in the local party structure. This advantage is particularly important in a year where that means a congressional candidate would run with former Vice President Joe Biden and United States Senator Cory Booker in the same column.

And the results are in — Brigid's depth of political support sets up a primary ballot construction that will have Brigid Callahan Harrison running as a team with either the combination of Joe Biden and Cory Booker, or only Cory Booker in nearly 90% of the entire congressional district.

Brigid accomplished this by winning the support of Democratic party leadership in Burlington, Camden, Cape May, Cumberland, Gloucester and Salem counties, and despite Atlantic County selecting another candidate and Ocean County deciding not to endorse, United States Senator Cory Booker made the unprecedented step of deciding to run as a team across the entire district with Brigid because of his strong commitment to have her as a partner in the United States House of Representatives. To underscore how pivotal Cory/Brigid teaming up will be can best be summarized by a recent Monmouth University Poll that recorded Cory Booker holding a massive 94% support level among Democrats in his bid for reelection to the United States Senate.



While Amy Kennedy tried and failed to build county candidate slates to stay competitive in terms of ballot positioning, she further alienated her candidacy by attempting to run against some of the most popular elected county Democrats in the congressional district. The collapsing of Amy Kennedy's plan to bracket with candidates truly buried her in county ballot draws simply by falling short of basic petition signature requirements.

This critical process was a massive victory for Brigid, setting up a huge advantage and establishing her as the clear frontrunner.

Organized Labor Overwhelmingly Backs Brigid Callahan Harrison

In order to defeat Rep. Van Drew, the Democratic nominee has to win the support of organized labor, which helped propel him to Congress in 2018. Their support includes critical financial resources, boots on the ground, and tens of thousands of votes in both the primary and general elections in this congressional district. From day one, organized labor has loudly proclaimed that Brigid Callahan Harrison is both the best candidate to stand up for working men and women, and is also the best candidate to defeat Jeff Van Drew. The early endorsements from over a dozen local unions spearheaded the critical support from the Southern New Jersey Central Labor Council, Atlantic & Cape May Central Labor Council and Southern New Jersey Building & Construction Trades Council.

So many labor unions have backed Brigid because she has been part of the organized labor movement for decades, and they have doubled down in their commitment during the primary because **Amy Kennedy has on numerous occasions publicly and in writing denigrated organized labor, characterizing them as “corrupt” and even comparing union leadership to the mafia.** Organized labor has strongly mobilized to deliver congressional victories consistently for decades in this congressional district, and they are motivated to do it again for their champion - Brigid Callahan Harrison.

Finishing off the Democratic Primary - Defeating Amy Kennedy's Deceitful & Flawed Campaign

Having secured the key advantages to win the Democratic nomination still requires defeating the field and taking nothing for granted. To that end, we need to counterpunch against Amy Kennedy. Her husband, Patrick Kennedy has said that “the Democratic Party should have rolled out the red carpet” for his wife. That sense of entitlement to the Democratic nomination has led them to lash out after each failure to win establishment support, and she and her handlers have taken to desperate and deceitful tactics. We need to pushback and expose the truth about Amy Kennedy.

1. Amy Kennedy has a pattern of lying

- a. Despite Brigid's deep roots in South Jersey and having lived here since the age of 12, having voted, paid taxes, and volunteered in the community continuously throughout her life, Amy Kennedy has been attempting a sleazy misinformation campaign trying to raise doubts, notwithstanding the fact that Amy's own father was Brigid's high school guidance counselor.
- b. Despite being one of former Governor Christie's loudest critics, Amy Kennedy has been lying that Brigid supported his presidential run.
- c. Amy Kennedy spent months bullying county party leaders, trying to get their political support, and only after being rejected has attempted to rebrand as an outsider. In doing so she has maligned, the hard-working rank and file members of Democratic county committees who support Brigid has earned.
- d. Amy Kennedy could not even tell the truth when filling petitions to run for Congress, as she boasted about filing more than 1,300 signatures only to have public records indicate it was less than 500.
- e. In a candidate screening meeting of the steering committee of the Ocean County Democratic Committee, Amy Kennedy lied both about her first marriage that ended in divorce, and about having a tax lien on a property that she owned. When confronted with this information, Amy Kennedy threatened to sue the committee.
- f. Amy has positioned herself as a grassroots advocate but has outsourced her grassroots campaigning to a high-paid consultant with questionable tactics.



2. Amy Kennedy's flashy FEC filing exposes fatal flaws with loose morals and lack of resources

- a. The Kennedy campaign began with rumors of self-funding and buying her way to the nomination, and her FEC filing shows that is far from the case as she was forced to apply for a \$125,000 bank loan paying more than 5% interest to inflate her cash on hand. Of course, that loan begets the question of how an individual with no income would qualify for a loan, given FEC regulations that subject spousal contributions to a campaign to the same limits that contributions from other individuals face.
- b. The lack of financial spending discipline from Amy Kennedy's campaign is shocking. Amy Kennedy blew through more than \$400,000 in the 1st quarter (the most of any candidate running for congress in the State of New Jersey). She has already spent more than 72% of all her donations attempting to win coveted party lines throughout the congressional district, which substantially drained the resources needed to communicate with primary voters.
- c. Amy Kennedy's fixed monthly overhead is over \$60,000. Her campaign will not be able to sustain a large-scale paid communications effort to attempt to overcome the substantial disadvantage of running off the Biden/Booker party lines in the vast majority of the congressional district.
- d. A series of questionable expenditures labeled as "General Campaign and Media Consulting" totaling more than \$100,000 is actually almost to the penny the amount Craig Callaway, who served 42 months in a federal prison for bribery and blackmail, has bragged he is getting from Amy Kennedy in order to replicate for her his notorious vote rigging scheme that propelled Jeff Van Drew and disgraced former Atlantic City Mayor Frank Gilliam to power.
- e. Despite attempting to woo Democratic voters as the ultimate grassroots progressive, Amy has lined her coffers with campaign contributions from highly paid executives and CEOs, not exactly the model of progressivism
- f. Amy Kennedy collected \$11,400 in contributions bundled by executives of a private correctional healthcare entity that operates for-profit prisons and ICE detention centers that have been sued in 70 wrongful death cases, and was slammed by the United States Department of Justice for improper billing practices

3. When it comes to public policy, Amy Kennedy knows that she is not ready for primetime

- a. Amy Kennedy has publicly acknowledged her own shortcomings as a candidate, admitting to being unqualified and ill-equipped, saying "I so respect the people I am running alongside of, because they have got so much knowledge about policy. And what I can tell you that I bring to the table, is a willingness to learn."
- b. Patrick Kennedy is the poster child for criminalized marijuana, and Amy has adopted her husband's stance, which is out of step with the majority of voters (74% of Democrats and 62% of all voters from a recent Monmouth University Poll) and most resembles Rep. Van Drew's line of thinking. The Kennedy family legacy of profiteering from illegal substances is evoking the ire of those who agree that legalization presents an opportunity to right the wrongs of past injustices.

Brigid Callahan Harrison is Uniquely Qualified to be a "Real" Problem Solver in Congress

Throughout her distinguished career, we have often turned to Brigid as a voice to cut through the rhetoric and deliver the perspective of how things can be better. As Congresswoman, Brigid can hit the ground running as a thoughtful public policy expert, who can build consensus and be guided by values that will always put South Jersey first. Already in this campaign, Brigid has been a substantive voice raising the dialogue on jobs, climate change, gun safety, healthcare, education, affordability, campaign finance reform, the economy, fair wages, infrastructure and shining a light on a broken government in Washington.

Our country is at a great crossroads, and now more than ever the electorate is clamoring for serious leaders to tackle the serious challenges we face as many will struggle with a new normal with health and economic insecurity on the rise. A critical path to victory shows how Brigid will always be on the side of South Jersey and reject the selfish politics of political expediency that has been characteristic of Jeff Van Drew.



Polling Shows that Brigid Callahan Harrison Can Defeat Jeff Van Drew

A Monmouth University poll conducted between April 16-19, 2020 showed that Joe Biden and Cory Booker are poised to win big in New Jersey, and the five most competitive congressional districts in the state have a generic ballot locked in a dead heat, which includes New Jersey's 2nd congressional district. This underscores that a Democrat can win here and when we fully finance a general election campaign that exposes how Rep. Van Drew has failed South Jersey, we can and will defeat him. This will end up being one of the most important congressional contests in the country and historic as Brigid Callahan Harrison will become the first woman to ever represent South Jersey in the United States House of Representatives.