2014 Mid-Term Elections
Strategic Communication Guide

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American University
Spring 2013 Practicum
USGLC

- Mission: to support a strong and effective International Affairs Budget
- USGLC Members: 400 businesses and NGOs; national security and foreign policy experts; business, faith-based, academic and community leaders in all 50 states
Selected International Affairs Programs

- Border Security Program
- Nonproliferation, Antiterrorism, & Demining
- International Narcotics Control & Law Enforcement
- Embassy Security
- Millennium Challenge Corporation
- Conflict Stabilization
- Educational & Cultural Exchanges
- International Organizations & Peacekeeping
- Center for Middle Eastern – Western Dialogue
- National Endowment for Democracy
- Economic Assistance – Global Health, Development, Disaster Assistance, Migration & Refugee Assistance
- Peace Corps
- OPIC, Export-Import Bank, International Trade Commission
- International Boundary & Water Commission
Project Objective

Identify ways to increase support for the International Affairs Budget through formulating a strategy for the upcoming 2014 midterm elections.
Presentation Agenda

- Up-and-Coming Leaders
- Congressional Committees
- State Strategies
- Select Constituencies
- Recommendations
Up-and-Coming Leaders
Republicans

Senator Rand Paul (R, KY)
• Won straw poll at CPAC
• Following Rubio in Polls
• Actively pursuing cutting international affairs budget

Senator Marco Rubio (R, FL)
• Leading in polls
• Called for a “muscular role overseas” at CPAC
• Supports cutting aid to Egypt
Key Messages for Republicans

- Focus on Pro-Democracy Initiatives
  - Transition Initiatives, USAID
- 3 D’s of Foreign Policy
- Perception of Assistance to Allies
Gov. Andrew Cuomo (D, NY)
- Activism on Gun Control & Gay Marriage sparked 2016 speculation
- Recent agreement with Israel to partner on nanotechnology
- Has funded export projects in past

Mayor Julian Castro and Rep. Joaquin Castro (D, TX)
- Julian has met with UK and South Korean leaders and Mexican President
- Julian is writing an autobiography
- Joaquin is President of Freshman Democrats
Key Messages for Democrats

• Focus on Economy
  – Export-Import Bank (Ex-Im)
  – Overseas Private Investment Corporation (OPIC)
  – Success Stories: Boeing, GE
Congressional Committees
Senate Committees

Recommendations:

• Target Senators on Multiple Committees
• Budget Committee
• Engage Sen. Jack Reed (D, RI)
• Prioritize New Senators
  – Tim Kaine (D, VA): Foreign Relations, Budget, Armed Services
  – Angus King (I, ME): Budget, Armed Services
Recommendations:

- Target Representatives on Multiple Committees
- Foreign Affairs & Appropriations Committees
- Prioritize New Reps.
  - Joaquin Castro (D, TX): Foreign Affairs and Armed Services
State Strategies

Battleground • Southwest • Populous • South
## Ohio

### State Overview
- 11.5 million residents
- 42.5% Democrat, 41.2% Republican
- 15.7% jobs in manufacturing sector

### Political Overview

**Senators:** Rob Portman (R) & Sherrod Brown (D) (2016)

**Representatives:** 13 (R); 5 (D)

- **Bob Gibbs (R)** - Concerned about impact of Chinese dumping on local manufacturers
- **Jim Renacci (R)** - Co-sponsor of the Returning Investment to America Act

### Key Messages
International trade is good for Ohio’s economy:
- In 2011, Ohio exported over $46.4 billion in goods and services to foreign markets
- 1.4 million Ohio jobs depend on trade
- OPIC has invested $1.4 billion in Ohio companies
# Texas

## State Overview
- 26.1 million residents
- 42.7% Republican, 38.2% Democrat
- 37% Latino

## Political Overview

**Senators:**
- John Cornyn (R) – Strong supporter of Israel and free trade
- Ted Cruz (R) – Deficit hawk and supporter of Israel (2018)

**Representatives:** 24 (R); 12 (D)
- Pete Gallego (D) – Concerned about US jobs shipped overseas, border security, and immigration reform

## Key Messages
- 2.9 million jobs depend on trade
- Export-Import Bank = $17 billion in exports supported since 2007
- International Boundary & Water Commission
- OPIC = 30,000 jobs and $7 billion in exports supported
## South Carolina

### State Overview
- 4.7 million residents, 4% foreign born
- 47% Republican; 37% Democrat
- Economy, Budget Deficit

### Political Overview
**Senators:**
- Lindsey Graham (R): Supporter of USGLC
- Tim Scott (R): Opposes development spending

**Representatives:** 6 (R); 1 (D)
*No Competitive House Races*

### Key Messages
- 80% of Boeing 787s produced in North Charleston, SC are sold to companies routinely use Export-Import Bank financing. Boeing's competitor, Airbus, relies on three Ex-Im banks located in France.
- One-third of GE gas turbines produced in Greenville sold overseas use Ex-Im financing.
Select Constituencies

Young Adults • NCIV • Returned Peace Corps
Latinos & Hispanics • Businesses
<table>
<thead>
<tr>
<th>WHO:</th>
<th>42 million Americans; 21% of all eligible voters</th>
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<tbody>
<tr>
<td>WHY:</td>
<td>Concerned about America’s global leadership, job outsourcing, and unemployment</td>
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<tr>
<td>WHERE:</td>
<td>Youth-oriented political organizations- ex. College Republicans and Democrats, Model UN</td>
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<tr>
<td>WHAT:</td>
<td>Talk about creation of jobs through international trade, careers and internships in foreign affairs, and international exchange opportunities</td>
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</tbody>
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| HOW:            | • Create social media campaign showing impact of budget on young adults  
                  • Provide information on jobs in foreign affairs and international exchange opportunities  
                  • Present at conferences of youth political organizations |
## Latino & Hispanic Americans

<table>
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<tr>
<th><strong>WHO:</strong></th>
<th>52 million Americans; 16.7% of population</th>
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</table>
| **WHY:** | Growing importance of Latino & Hispanic communities:  
  • 2.3 million businesses  
  • 34 Representatives; 4 Senators  
  • 2050: 30%, 133 million |
| **WHERE:** | Nearly 50% live in CA or TX |
| **WHAT:** | International Affairs Budget Programs:  
  • Aid to Latin America  
  • Visas  
  • Educational & Exchange Programs  
  • International Narcotics Control & Law Enforcement |
| **HOW:** |  
  • Congressional Hispanic Caucus  
  • Spanish versions of website, publications, Twitter & Facebook  
  • Regional office in the West or Southwest |
Summary of Recommendations

• Up-and-Coming Leaders
  - Republicans: Pro-Democracy/National Security
  - Democrats: Economy

• Congressional Committees
  - Target Congressmen on Multiple Committees
  - Senate: Budget
  - House: Foreign Affairs & Appropriations
  - Prioritize New Congressmen on Multiple Committees

• Key States
  - Focus on Economy & Job Creation
  - #ImpactAtHome

• Select Constituencies
  - Expand Outreach Nationwide
  - Have a Presence at Meetings and Conferences
  - Collaborate on Advocacy Efforts