

Hotline Presidential Update

Top Hotline Presidential Campaign
Stories of the Week

September 2, 2016

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Clinton's Ads Slam Trump on the Economy, His Temperament, and Minority Rights

*Based on headlines from
National Journal's Hotline*

An Overview of Clinton's Latest Ads



Everything

Clinton's ad, "Everything," represents her latest attempt to court black voters. The spot highlights Trump Management being charged with discriminating against African Americans and depicts moments of violence against black protesters at Trump's rallies.



Hat

Playing upon Trump's famous "Make America Great Again" hat, this ad targets Trump on the economy. It accuses him of outsourcing his jobs and products to 12 different countries and maintains the need to keep jobs in America in order to make it truly great again.



Role Models

Clinton's campaign makes an emotional appeal in "Role Models," the ad set to air in Arizona as part of Clinton's latest six-figure ad buy. The 60-second spot includes clips of Trump's most controversial statements playing on the news as children watch.

Background

- Clinton's campaign has outspent Trump on general election ad buys by \$67 million since her ads first hit the airwaves two months ago
- Trump's first ad aired on August 19
- In a sign of confidence, Clinton's campaign has begun running ads in solid red states such as Arizona
- Priorities USA, Clinton's largest super PAC, is collaborating with The Latino Victory Project, El Super Pac Voto Latino, and People for the American Way's "Latino Vote!" on the release of over \$3 million of Spanish language ads in Florida and Nevada

Sources: Ally Mutnick, "Clinton Ad Slams Trump's Outreach to Black Voters," *National Journal*, August 29, 2016; Mark Murray, "Clinton Still Outspending Trump 10-1 on the Airwaves," *NBC News*, August 30, 2016.; Karyn Bruggeman, "Clinton Running TV Ads in Arizona," *National Journal*, September 1, 2016.

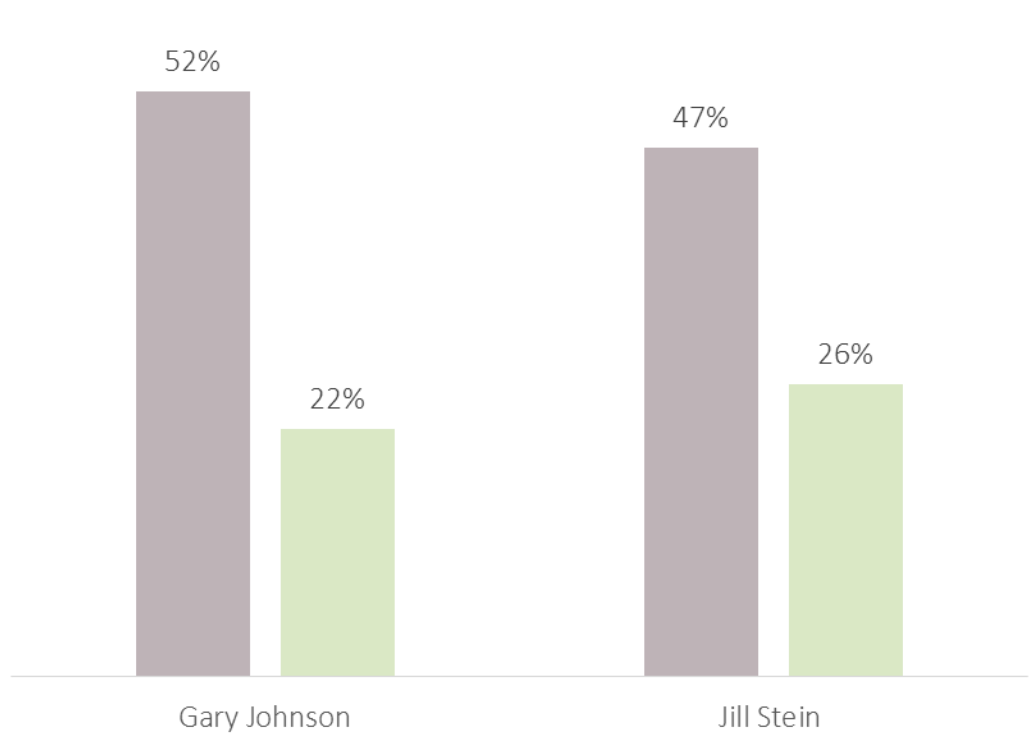
Johnson Says It's "Game Over" If Not Allowed to Debate

Based on headlines from National Journal's Hotline

Survey Results: Should Third Party Candidates Debate?

Morning Consult, August 29 – 30

■ Yes ■ No



- The Commission on Presidential Debates holds a candidate must be constitutionally eligible, show evidence of ballot access, and maintain an average of 15 percent of the vote in five national polls
- A third party candidate has not been allowed on the debate stage since 1992 when Ross Perot joined George H.W. Bush and Bill Clinton
- In such an unusual election year, about half of those surveyed maintained third party candidates should be allowed to debate

Sources: Karyn Bruggeman, "Johnson on Missing Debate Cutoff: 'Game Over'," National Journal, August 29, 2016; Eli Yokley, "Voters Want Gary Johnson, Jill Stein on the Debate Stage," Morning Consult, September 1, 2016.

Clinton Team Ponders How to Debate Trump

Based on headlines from National Journal's Hotline

A Breakdown of Trump vs. Clinton Debate Preparation



Hillary Clinton

Debate Strengths

- Experienced with political debate
- Deep knowledge and familiarity with policy details
- Thorough debate preparation

Debate Weaknesses

- Clarity of message surrounding private email server and Clinton Foundation donations
- Potential to appear condescending

Strategy Specifics

- Clinton has been focusing on understanding Trump's psyche. She has employed psychology experts and spoken with Trump's "Art of the Deal" ghostwriter to create a personality profile for her opponent.
- Clinton does not see a debate victory in policy details. Instead she is looking for methods to bait her opponent into making blunders.



Donald Trump

Debate Strengths

- Unpredictable
- Confident/experienced in front of a camera

Debate Weaknesses

- Tendency toward unclear language
- Likely will not have a mastery of policy details
- Lack of preparation

Strategy Specifics

- Trump has spent the past two Sundays with his debate team, but has been reluctant to over prepare.
- These meetings instead were used as time for Trump to ask questions about debate topics, Clinton's debate skills, and possible moderators.
- Roger Ailes, recently ousted Fox News chairman, has been a key advisor in debate prep meetings.

Sources: Karyn Bruggeman, "Clinton Team Ponders How to Debate Trump," National Journal, August 30, 2016; Rebecca Savransky, "Clinton Camp Talking to Trump Co-Author for Debate Prep," The Hill, August 30, 2016; Joe Concha, "Networks Brace for Decision on Trump-Clinton Debate Refs," The Hill, August 16, 2016; Patrick Healy, Matt Flegenheimer, "Hillary Clinton Piles up Research in Bid to Needle Donald Trump at First Debate," NY Times, August 29, 2016; Commission on Presidential Debates, 2016.

Clinton Releases Mental Health Policy

*Based on headlines from
National Journal's Hotline*

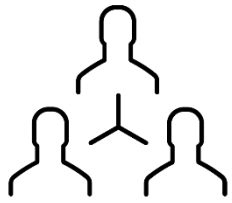
Priorities of Hillary Clinton's Mental Health Agenda



Early Diagnosis and Intervention



Federal Support for Suicide Prevention



Integration of our Healthcare Systems and Expansion of Community Based Treatment



Treatment Over Jail for Low-level Criminal Offenders with Mental Health Issues



Enforcement of Mental Health Parity Laws



Housing and Job Opportunities



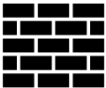
Brain and Behavioral Science Research

Sources: Karyn Bruggeman, "Mental Health Policy," National Journal, August 30, 2016; HillaryClinton.com; Noun Project, Milky - Digital Innovation, arejoenah, Gregor Cresnar, Lloyd Humphreys, Nathaniel Smith, Mani Amini, Vectors Market.

Trump Recommits to Hard-Line Immigration Stances

Based on headlines from National Journal's Hotline

Donald Trump's 10-Point Immigration Plan



1. **Build a wall** with surveillance and sensor technology, fortified with manpower.



6. **Suspend issuing visas to any place we cannot adequately screen** including countries with refugees like Syria and Libya.



2. **End "catch and release"** by detaining anyone who crosses the border until they are deported.



7. **Require other countries to take back their citizens** when they are deported. Some countries refuse to accept people back in such circumstance.



3. **Enforce zero tolerance for criminal aliens** by removing them all from the U.S. and creating a Deportation Task Force.



8. **Complete the biometric entry-exit visa tracking system** in an effort to eliminate Visa overstays.



4. **Block funding for sanctuary cities** in an effort to eliminate laws that shield undocumented immigrants.



9. **Use E-Verify to the fullest extent**, expanding its use and prioritizing the deportation of aliens on welfare.



5. **Cancel Obama's executive orders giving amnesty** and fully enforce all immigration laws.



10. **Reform legal immigration** to keep it legal immigration within historical norms and admit immigrants most likely to be financially self-sufficient.

Sources: Karyn Bruggeman, "Trump Recommits to Hard-Line Immigration Stances," National Journal, August 30, 2016; "From the Speech: Donald Trump's 10-Part Immigration Plan," The Wall Street Journal, August 31, 2016. Images from The Noun Project: Hea Poh Lin, GiraPark, Aldric Rodríguez Iborra, Ted Grajeda, Politota Collection (Elizabeth).

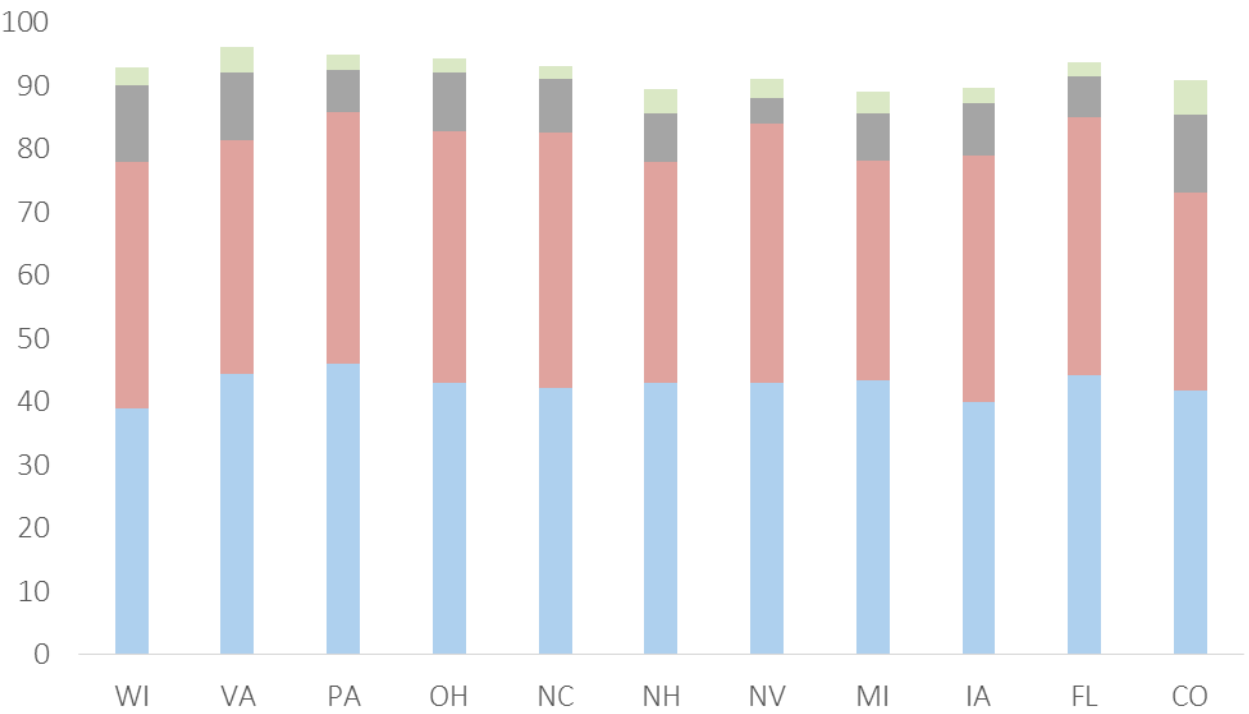
Clinton's Lead Narrows in Four Way Race

Based on headlines from National Journal's Hotline

Trump vs. Clinton in 11 Swing States

Real Clear Politics, June – July Averages

Clinton Trump Trump Clinton



- There are 11 swing states in the 2016 election: Colorado, Florida, Iowa, Michigan, Nevada, New Hampshire, North Carolina, Ohio, Pennsylvania, Virginia, and Wisconsin
- In a four way race, Real Clear Politics averages show Trump tied in Wisconsin
- Fox's latest poll shows Clinton leading Trump by 2 percentage points nationally, 41% to 39%

Sources: Real Clear Politics, 2016; Ally Mutnick, "Clinton Holds Narrow Lead in Fox News Poll," National Journal, September 1, 2016;