

# Hotline Presidential Update

Top Hotline presidential campaign  
stories of the week

**September 30, 2016**

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**Edited by:** Alistair Taylor  
**Director:** Afzal Bari

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# New Clinton ad urges Latinos to register to vote

Based on headlines from  
National Journal's Hotline

## An overview of Clinton's TV ads

Ad Name	First Aired	States
"Role models"	July 14 <sup>th</sup>	VA, OH, CO, NH, IA, FL, NV, NC
"Hat"	August 23 <sup>rd</sup>	PA, IA, OH, NC, FL
"Everything"	August 26 <sup>th</sup>	FL, NC, PA, OH
"Sacrifice"	September 6 <sup>th</sup>	OH, FL, IA, NV, PA, GA
"Only way"	September 9 <sup>th</sup>	FL, IA, NC, NH, OH, PA
"Dependen de nosotros"	September 13 <sup>th</sup>	FL, OH, NV
"Low opinion"	September 13 <sup>th</sup>	FL, NV
"Children"	September 21 <sup>st</sup>	FL, IA, NC, NH, NV, OH, PA
"Sees"	September 21 <sup>st</sup>	National cable
"Mirrors"	September 23 <sup>rd</sup>	FL, IA, NC, NH, NV, OH, PA, national cable
"Investigation"	September 25 <sup>th</sup>	National cable
"Primera vez"	September 27 <sup>th</sup>	National cable

### This week's releases



#### "Investigation"

Criticizing Trump for refusing to release his tax returns, this ad highlights an ABC News report saying Trump is entangled with Russian oligarchs. The 30 second spot suggests the answer to Trump's relationship with Russia can be found in his tax returns.



#### "Primera vez" / "First time"

This ad, the latest Spanish-language appeal to Latino voters from Clinton's camp, highlights how Trump's pledge to deport families is coalescing Latino support behind Clinton.

Sources: Noun Project, Sarah Joy; Karyn Bruggeman, "New Clinton ads urge Latinos to register to vote," National Journal, September 13, 2016.

# Dead tree endorsements: Trump has no daily newspaper endorsements as of yet

## Newspaper endorsement tracker

September 26 – 30<sup>th</sup>

*Based on headlines from  
National Journal's Hotline*

**The New York Times**

**THE CINCINNATI ENQUIRER**

**THE ARIZONA REPUBLIC**

**The Dallas Morning News**

**Chicago Tribune**

### Clinton endorsements

- The Cincinnati Enquirer endorsed their first Democratic candidate in almost 100 years this week
- The Arizona Republic endorsed their first Democratic candidate since 1890
- Dallas Morning News endorsed their first Democratic candidate ever

### Johnson endorsements

- Chicago Tribune's editorial board said the two major-party candidates were unprincipled compared to Johnson and threw their support behind him

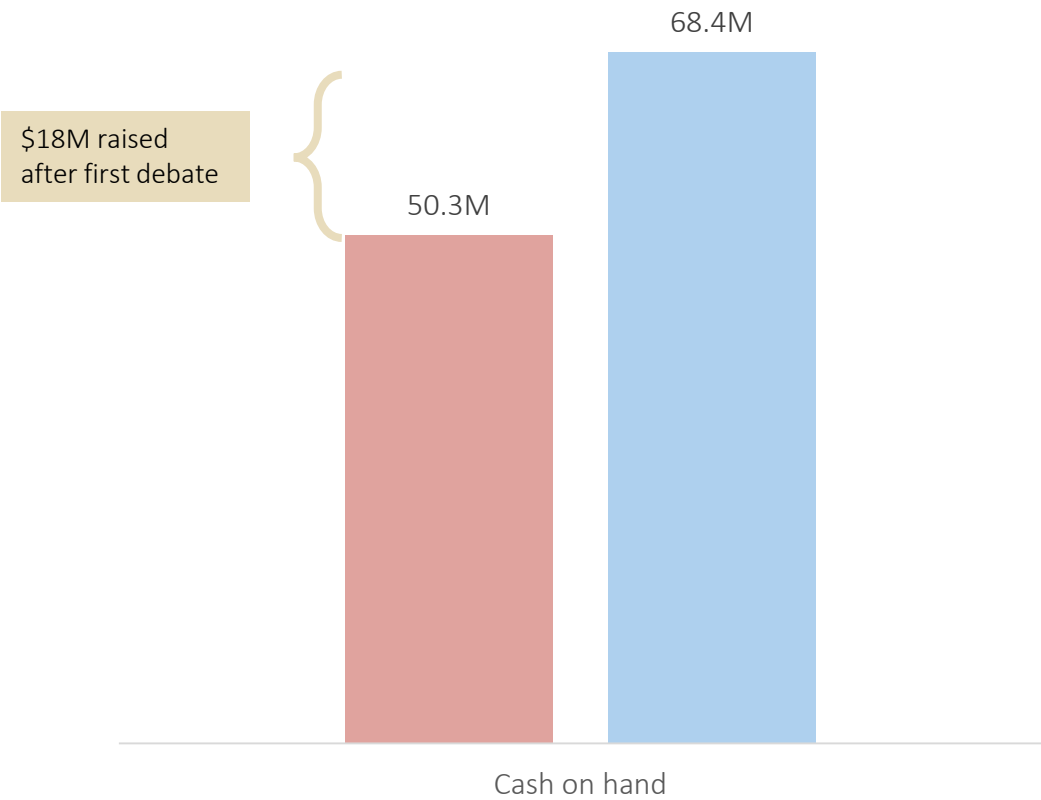
Sources: Karyn Bruggeman, "Clinton leans into post-debate momentum," National Journal, September 28, 2016; Colin Diersing and Karyn Bruggeman, "Chicago Tribune endorses Johnson," National Journal, September 30, 2016 .

# Money bomb: Trump raises \$18M day after debate

## Presidential campaign fundraising disclosure reports

FEC, August 2016

Trump Clinton



Based on headlines from  
National Journal's Hotline

### Background

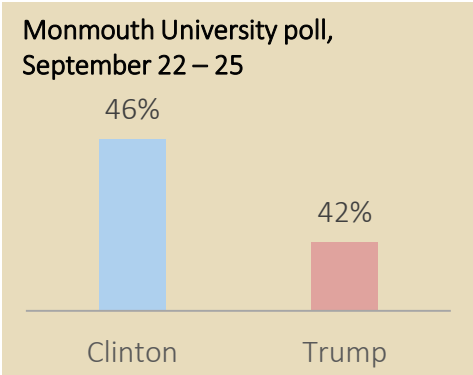
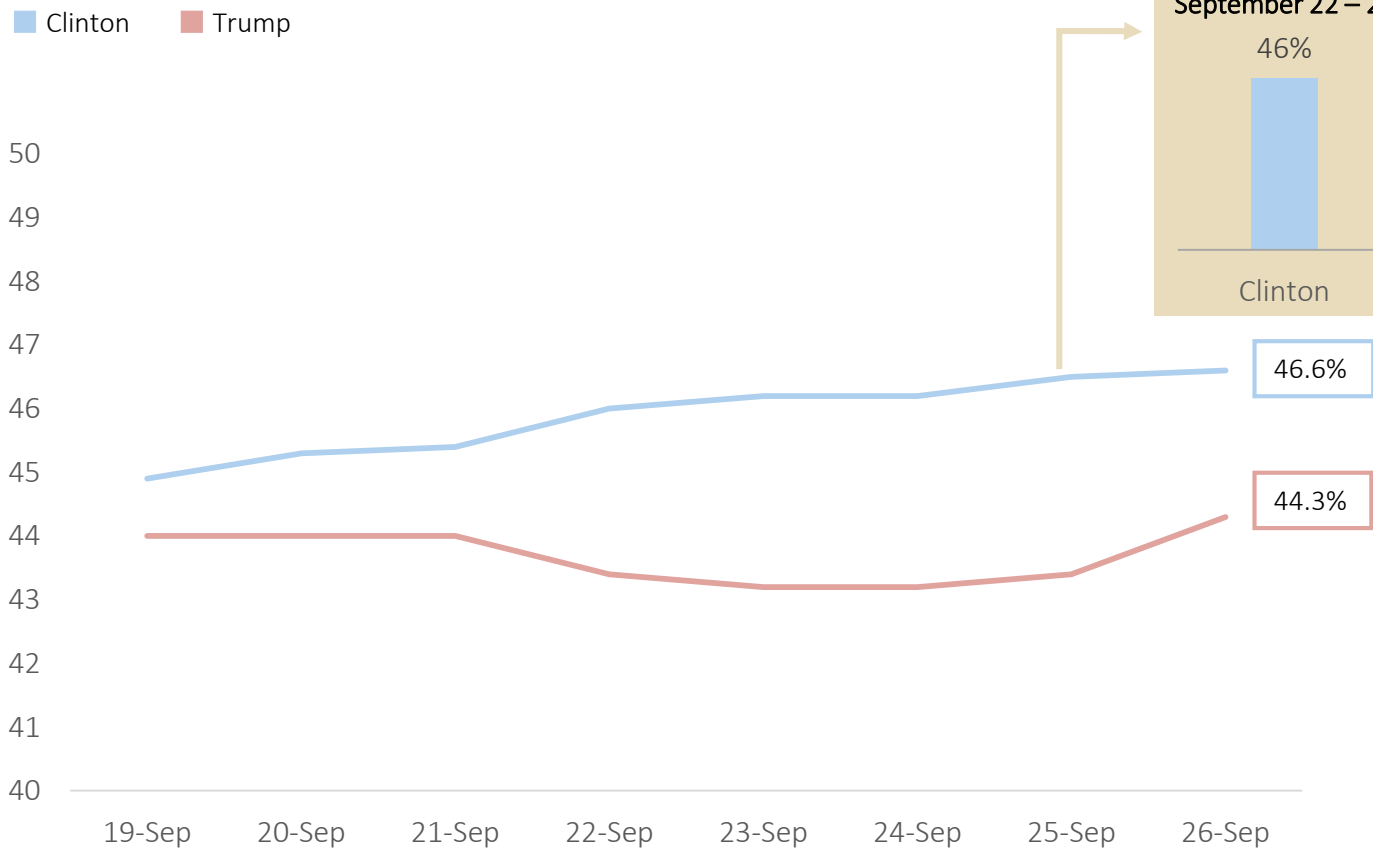
- Trump's campaign announced it raised \$18 million the day after the debate, almost closing the \$18.1 million fundraising gap between Trump and Clinton in August
- The money came in part from a "National Call Day," indicating that much of it came from large donations

Sources: Karyn Bruggeman, "Trump airs debate grievances," National Journal, September 28, 2016.

# Narrow Clinton lead before debate

## Pre-debate polling averages: Trump vs. Clinton

RealClearPolitics, September 19 – 26



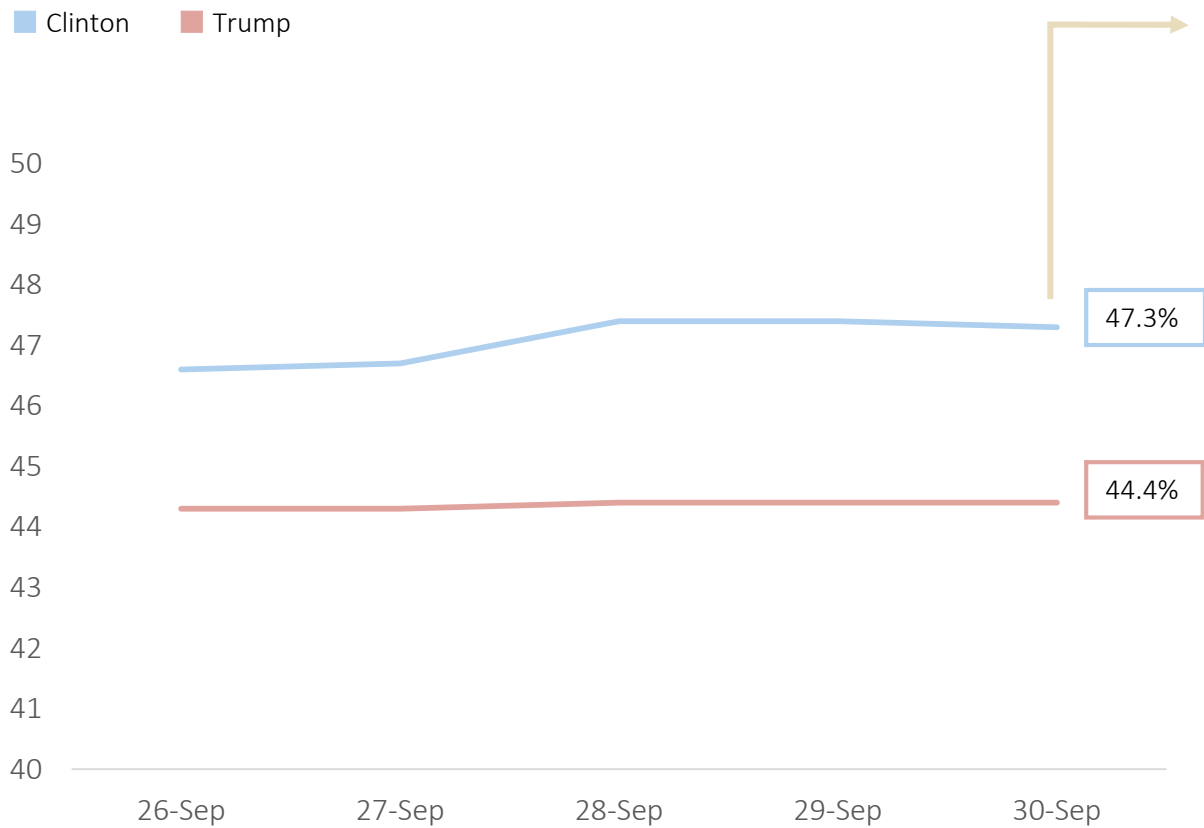
Based on headlines from National Journal's Hotline

Sources: Colin Diersing, "Monmouth finds narrow Clinton lead before debate," National Journal, September 27, 2016; Real Clear Politics, 2016.

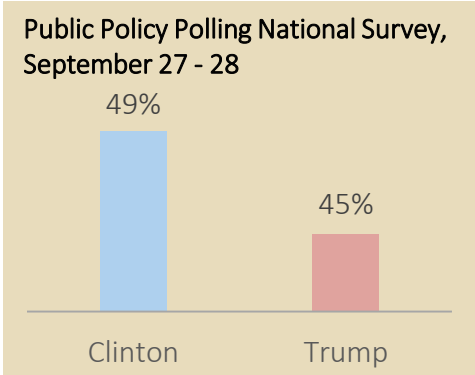
# Clinton appears to maintain lead after debate

## Post-debate polling averages: Trump vs. Clinton

RealClearPolitics, September 26 – 30



Based on headlines from  
National Journal's Hotline



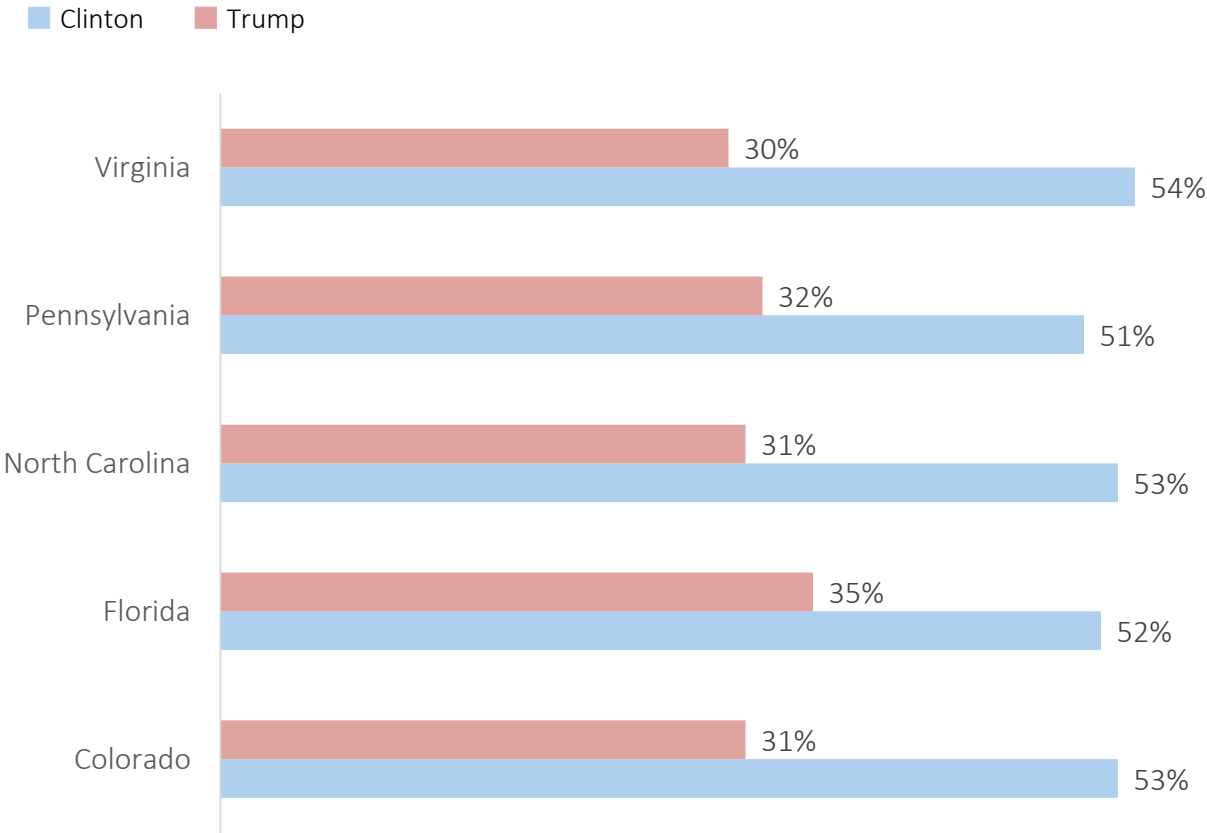
Sources: Colin Diersing and Karyn Bruggeman, "PPP polls show Clinton with debate advantage," National Journal, September 30, 2016.

# PPP polls show Clinton with debate advantage

## Automated survey of who won Monday’s debate

Public Policy Polling

Based on headlines from  
National Journal’s Hotline



**Analysis**

- PPP’s automated surveys all show Clinton as having won Monday’s debate
- Her smallest margin of victory is 17 percentage points in Florida, 52% to 35%

Sources: Colin Diersing and Karyn Bruggeman, “PPP polls show Clinton with debate advantage,” National Journal, September 30, 2016.

# Debate breaks viewership records

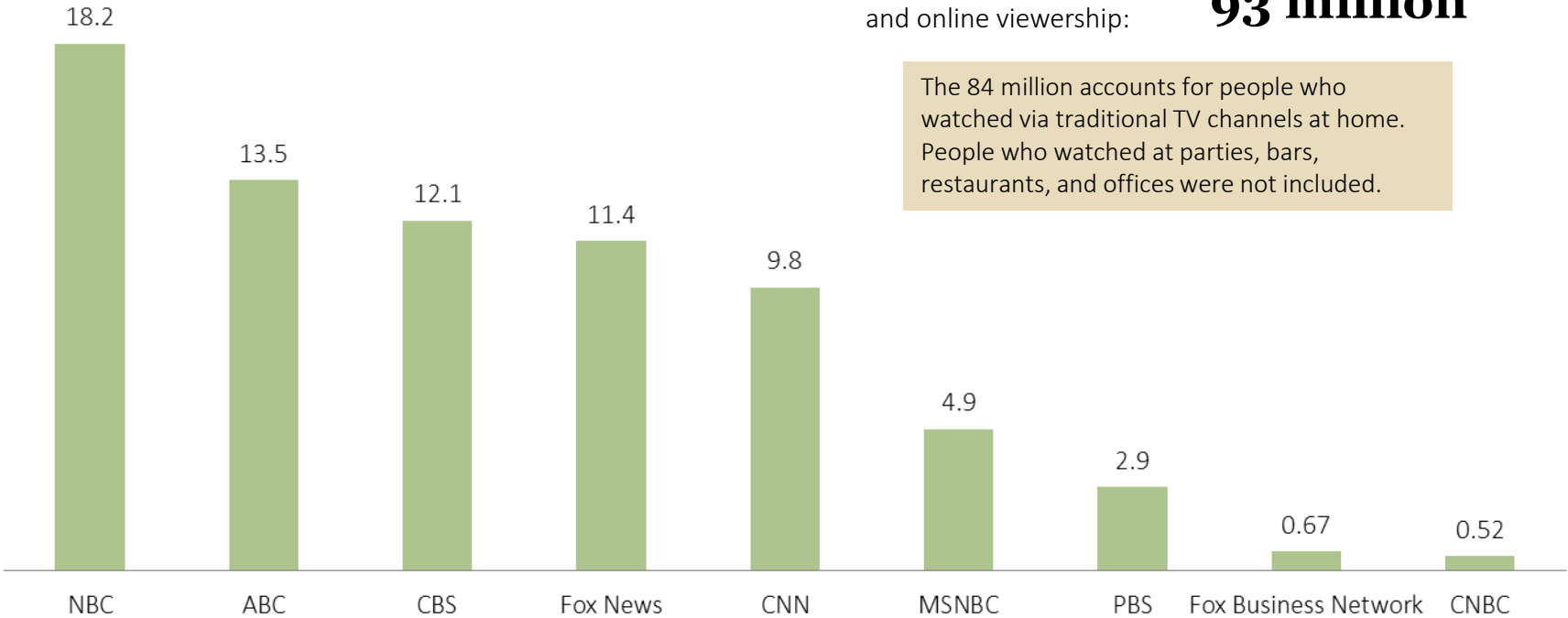
## Average viewership totals across main networks

Nielsen, viewership in millions

Based on headlines from  
National Journal's Hotline

Total television viewership: **84 million**  
Estimated combined television  
and online viewership: **93 million**

The 84 million accounts for people who watched via traditional TV channels at home. People who watched at parties, bars, restaurants, and offices were not included.



Source: Karyn Bruggeman, "Debate breaks viewership records," September 28, 2016; Joe Concha, "Final numbers show record-setting viewership for debate," The Hill, September 28, 2016.