

Under Attack: The GOP Advertising Assault on Swing State Dems.

**Third Way**

As the 2020 election results continue to roll in, it is clear that despite Democrats' success at the top of the ticket, some Republican attacks hit home down-ballot, denying Democrats the Senate and propelling losses in the House. Republicans hammered Democrats on a few key issues: tax increases, socialized medicine, defunding the police, supporting climate policies like the Green New Deal that would hurt the oil and gas industry, as well as generally being too liberal and controlled by the liberal establishment in Washington. While most of the candidates running in these competitive seats did not support Medicare for All, the Green New Deal, defunding the police, or other far-left policy ideas or bumper stickers, the ads repeatedly told voters that people who supported and bankrolled these candidates do. As much as many of the candidates in swing states and districts tried to paint themselves as independent and eager to work with anyone, Republicans were able to overwhelm too many of them by tying them back to Washington liberals and unpopular far-left tag lines.

Below are the publicly available attack ads that were run against competitive Democratic Senate candidates, Frontline Democratic House Members, and competitive Red-to-Blue House candidates who lost their races. The Red-to-Blue candidates included here were rated “Tossup” or “Lean-D” by the Cook Political Report, or they were in districts that Hillary Clinton carried in 2016 or that Joe Biden carried in 2020.

Senate

Maine – Sara Gideon

Taxes: Who Is It?

Taxes & Economy: No Big Deal

Guns (Radio Ad): Proud Tradition

Defund the Police: Defund

Corporate Money: Hypocrisy

Sexual misconduct cover-up: Power

Corona stimulus money hypocrisy: Independent

South Carolina – Jaime Harrison

Defund the Police: Crazy to Me

China: Too Close to China

Swamp: Part of the DC Swamp

Experience and Too Liberal: Come On

DC Liberal Lobbyist, Supreme Court: What else?

Outside liberal money: Don't Let Liberals Buy South Carolina and Cashopoly

Nancy Pelosi, Liberal, Late term abortion, health care for undocumented: Left Out

North Carolina – Cal Cunningham

Affair: Hypocrisy

Affair and Veterans: Code

Judges: Joe Biden's Judges

Defund the police, economy: Save Our Economy & Defend Law Enforcement

Taxes: Wallet

Liberal, Taxes: Sell It

Montana – Steve Bullock

Health care and taxes: Health care

Guns: Second Amendment

Defund the Police and Socialism: Sheriff Shane

Far Left: Gov Controlled Health Care, Carbon Tax, Sanctuary Cities, Guns, Taxes: Far Left

China, Taxes, Jobs: Ed

Corruption: Oh Brother

Sexual harassment and unequal pay for women: Even Darker

Iowa – Theresa Greenfield

Failed business woman: Phony

Out of state money, liberal, border crossings, gov controlled health care: Seventy Million

Economy, jobs, small business, health care: Pain

Defund the police: Out of Control and Stop Them

China, Jobs, Environmental Regulations: Cost Your Family

Kansas – Barbara Bollier

Court packing: Bad Idea

Gov controlled health care, taxes: With Them

House – Frontline Members

NM-02 – Xochitl Torres Small

Partisan liberal, votes with Pelosi and Squad: Slick Ads, Just Votes, and Easy

Votes with Pelosi and supported impeachment

Anyone: Impeachment

Higher taxes: Biden

Bad for oil and gas industry: [Oil and gas](#) and [LCV Backs XTS](#)

Supports gun control, bad for oil and gas industry: [Stop](#)

Supports gun control: [Posing](#)

FL-27 – Donna Shalala

COVID stock transactions: [Donna Shalala Broke the Law and Can't Be Trusted](#) and [Five Dollars](#)

OK-5 – Kendra Horn

Partisan liberal, votes with Pelosi and Squad: [Not as advertised](#) and [Proxy vote for Nancy Pelosi](#)

Bad for oil and gas industry:

- [Time after Time](#)
- [Good Game](#)
- [Whole Life](#)
- [Tradition](#)

Taxpayer funded abortion: [Kendra Horn Supports Taxpayer-Funded Abortion](#)

FL-26 – Debbie Mucarsel-Powell

Corruption: [Clouds of suspicion](#), [Familiar](#), and [Warlord](#)

Partisan liberal, votes with Pelosi and Squad: [The Choice](#)

MN-7 – Collin Peterson

Allowing partisan impeachment to continue:

- [Impeachment](#)
- Votes with Nancy Pelosi and Squad:
 - [Defeat Collin Peterson](#)
 - [Neutered](#)
 - [Bandwagon](#)

- Corrupt, charged taxpayers for travel:

- Auto

SC-1 – Joe Cunningham:

- Hypocrite and liar, taking money from lobbyists and oil and gas:

- Slick

- Partisan liberal, votes with Pelosi and Squad:

- Promises: Supporting impeachment.

- Getting Worse

- Red: supported by people who want to Defund the Police, backs Biden who wants higher taxes.

- Glow

- Sell It

- Better

- Acting

- Nada: backed tax cuts for New York and California.

- Higher taxes:

- Formula

- Supreme Court

- Court

- Energy agreement with China hurting American jobs:

- Jobs

IA-1 – Abby Finkenauer:

- Supports socialist healthcare, will hurt rural hospitals and raise taxes:
 - How much is your life worth
 - Our Towns
 - 127
- Corrupt:
 - Personal
- Partisan liberal, votes with Pelosi and Squad, supported impeachment:
 - Focus
 - Directions

NY-11 – Max Rose:

- Defund the Police:
 - Defund
 - A Billion Reasons
- Partisan liberal, votes with Pelosi:
 - Puppet Strings

NY-22 – Anthony Brindisi:

- Not supporting law enforcement:
 - In Danger

- Too liberal, votes with Pelosi:
 - Our Part: supported impeaching Trump, tax hike, anti-police.
 - Total Disaster
 - Made it Clear
 - Lied
 - Willing to reach
 - Anyone but Trump

CA-48 – Harley Rouda:

- His business discriminated against older and sick people, now supports socialized medicine:
 - In the Business
- His business didn't pay taxes, but Rouda wants to raise taxes:
 - Taxes
 - Shell Game
- His business outsourced American jobs to China:
 - Shady

CA-39 – Gil Cisneros:

- Voted for Pelosi after saying he wouldn't, votes with Pelosi:
 - Gil Cisneros Caved
 - Deceived

House – Red to Blue Candidates

TX-23 – Gina Ortiz-Jones

- Supports taxpayer-funded sex changes:
 - Not the time

- Partisan liberal, votes with Nancy Pelosi and Squad, hurting oil and gas jobs with Green New Deal:
 - Voices of San Francisco
 - Death sentence

NY-24 – Dana Balter

- Medicare for All:
 - Have to pay
- Protested killing of Soleimani:
 - Bartlett
- Supports bail reform:
 - White Van
 - Award

AR-02 – Joyce Elliott

- Defund the police
 - Joke
- Higher taxes, bad for economy:
 - Side
 - Never Stop
 - Bad Enough
- Taxpayer-funded abortion:
 - Radio ad

AZ-06 – Hiral Tipirneni

- Higher taxes, supporting loans to China:
 - Geography

- Standing with Pelosi, supporting loans to China:
 - [Like a Boss](#)
- Green New Deal, will destroy energy jobs:
 - [Bad Deal](#)

IL-13 – Betsy Londrigan

- Support from corrupt Jim Madigan:
 - [His Heart](#)
 - [Lesson](#)
 - [Walls](#)

IN-05 – Christina Hale

- Defund the Police:
 - [Radical Agenda](#)
- Backed by special interests in DC and China:
 - [China](#)
 - [Guess Again](#)
- Higher taxes:
 - [By the Dozen](#)
 - [Guess Who](#)

MI-03 – Hillary Scholten

- Too liberal:
 - [Scholten](#): Defund the Police, work with ACLU who supported rioters in Grand Rapids.
 - [Stand](#)
- Sanctuary cities, open borders:
 - [Dangerously Liberal](#)

MN-01 – Dan Feehan

- Supports money to Iran, funding terrorism:
 - Terrorism
- Votes with Pelosi and the Squad, will destroy health care:
 - Pretender
- Medicare for All:
 - Bad Prescription
- Defund the Police:
 - Talk is Cheap
- Supports raising taxes:
 - Can't Afford It

MO-02 – Jill Schupp

- Medicare for All:
 - M4ALL
 - Lying
- Soft on crime:
 - Crime
- Too liberal, supports socialist healthcare, taxes, gun control, abortion:
 - How Liberal
- Ineffective partisan:
 - Ineffective
 - Remember
- Higher taxes:
 - A Lot

- Corrupt:
 - Our Money

NE-02 – Kara Eastman

Defund the Police: Dangerous

Liberal: more liberal than Nancy Pelosi, supports tax hikes on middle class, Green New Deal.

- Steak
- Extremist
- Nightmare
- Pennies

Medicare for All:

- Trust: shows Biden attacking M4All.

NJ-02 – Amy Kennedy

Partisan Liberal, will raise taxes:

- Smartphone
- Plan

OH-01 – Kate Schroder

Higher taxes and Green New Deal:

- Need to Know
- Groceries
- Totally
- Notice
- Special

PA-10 – Eugene DePasquale

Corrupt campaign contributions:

- Birds

- Education
- Values
- Dirty Hands
- Follow the Money

Made it easier for lawyers to bankrupt businesses: Bankrupt

Medicare for All, Green New Deal, Defund the Police: M4ALL

TX-10 – Mike Siegel

Defund the Police and abolish prisons: Dangerous

TX-21 – Wendy Davis

Corrupt:

- Homeless: supported development project that destroyed public housing and benefited her family's company.
- Interruption: Violating campaign finance law, ties to lobbyists.
- Conflicts
- Selfish

Tax increases and loans to China: Bad Loans

Defund the Police: Fairytales

TX-22 – Sri Kulkarni

Socialist health care, will raise taxes:

- Lone Star Leader
- For All
- Reckless

VA-05 – Cameron Webb

Defund the Police:

- He Means It

- [Own Words](#)
- [Radical Left](#)

TX-24 – Candace Valenzuela

Radical liberal plans:

- [Afford](#): Supporters want to defund the Police, radical environmental plan that would destroy Texas jobs, raising taxes.
- [Dangerous](#): Defund the Police, open borders, cutting funding for troops.

Extreme on Immigration: [Extreme Agenda](#): abolish ICE, weaken border, defund police

Conclusion

While these candidates ran strong campaigns, the election results showed that many of the ad nauseum attacks portraying them as part of the liberal establishment and supporting policies like Medicare for All, the Green New Deal, defunding the police, and raising taxes ultimately succeeded. It will be up to Democrats to look back at these attacks and shore up their defenses so they are less vulnerable in 2022.

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