

MEMORANDUM

To: Interested Parties
From: Ramsey Reid, Campaign Manager for Sittenfeld for Senate
Re: Why P.G. Will Win
Date: Thursday, February 5, 2015

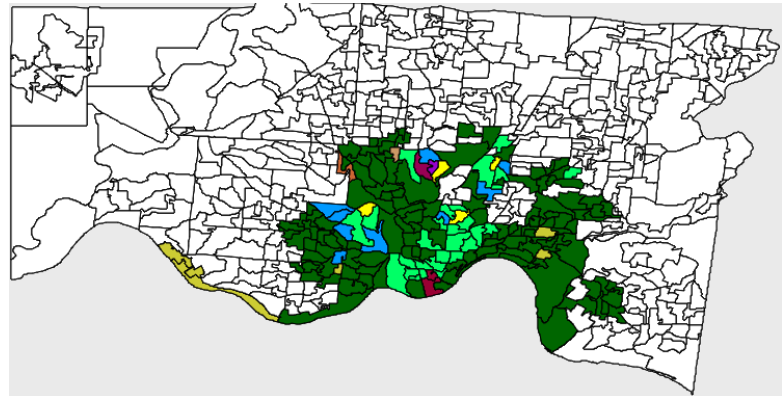
As analysts turn their attention to 2016, it is clear that Ohio will continue to be a major player in the political landscape and a bellwether for national elections. The launch of P.G. Sittenfeld's campaign for the United States Senate marks the start of an exciting new era for Ohio leadership.

In 2016, Ohio voters will be faced with a stark choice in the race for U.S. Senate, between a candidate who has worked to bring Cincinnati into the 21st century, making local government work for and accountable to the people, and a career insider who was an architect of the Bush economy that decimated the middle class. The decision could hardly be more clear: new, energetic leadership that will get Washington back working for Ohio, or the same, tired policies that have failed middle class families time and time again. Here is why we are going to win.

P.G.'s Energetic and Fresh Approach are Proven Vote Getters

Broad Coalition of Support: In 2013, P.G. won re-election to the Cincinnati City Council by the largest margin in modern city history by appealing to a broad coalition of supporters.

Precincts shaded in dark green represent those where P.G. finished first in the field of 21 candidates in the 2013 Cincinnati City Council election. It's reflective of a broad coalition of support throughout the city, breaking the mold with widespread and diverse backing.



As Hamilton County Democratic Party Chairman Tim Burke told *National Journal*, P.G. has “been very popular...across a wide range of groups...He's very well regarded in the African-American community and organized labor. And on top of that, you don't finish first in our community down here unless you can pick up a significant number of Republican votes as well.”

Democrats can only win when all of the Party's constituencies get out and vote, and the same coalition that was key to delivering Ohio for the President in 2012 will be critical for Democrats in 2016. P.G. has proven his ability to bring out those votes. He represents a chance to break through the partisanship and divisive rhetoric with a renewed focus on expanding opportunity for the middle-class.

Fresh and Independent Thinking: P.G. has the independent thinking that we need to break through the gridlock in DC. P.G. represents a new, fresh face for Ohio in Washington – one that is not bound by special interests or hampered by the politics of the past. When elected, his priority will be to deliver results for Ohio families – just like he's done in his two terms on the Cincinnati City Council. He shares

the frustration of millions of Ohioans at what Washington has become – a broken, partisan town that only looks out for its own.

Tireless Advocate for Effective Government: Since his first election in 2011, P.G. has worked tirelessly towards focusing government to serve the community – whether it is through his championing of using schools as round-the-clock hubs for community partnerships to support students and families or attracting new businesses and developments to Cincinnati. This is the type of people-focused, innovative leadership that Ohio deserves and that P.G. will bring to Washington.

Talented Fundraiser with a Potent Base: P.G. has a rock solid fundraising base, having raised \$340,000 for his 2013 City Council re-election campaign, significantly outpacing the rest of the field in a contest with \$1,100 individual contribution limits. With a U.S. Senate campaign as the draw, his fundraising base will continue to expand, both with top donors and small dollar grassroots donors providing the resources to run an innovative and winning campaign. Two weeks since officially announcing, the campaign is off to a very strong fundraising start, and the first quarter haul will provide significant momentum for reaching new supporters and donors.

Rob Portman is Vulnerable

Perilously Low Approval Ratings: Rob Portman is far more vulnerable than he projects and has been reported thus far. His approval ratings in recent public polling hovers around and below 40% – perilously low for an incumbent.

Further undermining his chances, nearly one-third of Ohioans say that they cannot rate Portman's job performance. Clearly, his work in Washington – or lack thereof – is going unnoticed. Senator Portman is not getting results for those he was elected to represent.

Compounding Portman's low approval ratings, he is likely to face a primary challenge from the right. This will prove a drain on resources – and leave him weakened in the general election.

Dissatisfaction from the Republican Base: Portman was elected in 2010 with lukewarm support – he received the fewest votes of any winning Senate candidate in Ohio in more than a decade. Portman has faced pressure from third-party candidates in the general election in the past, and his sagging numbers suggest he could see more. In 2010, the Constitution Party Senate candidate in Ohio pulled nearly 2% of the vote, while the Libertarian Senate candidate received 4.6% of the vote in 2012.

With the combination of dissatisfaction among his base and a high-pressure, competitive presidential election, Portman cannot afford to lose voters to third-party candidates, who tend to peel voters away from the Republican nominee.

Longtime Politician, But Untested Candidate: While it's hard to believe that a politician who has spent nearly 30 years in Washington, DC – going back to his early lobbying days – hasn't been tested, in Portman's case, it's true. His only statewide campaign, in 2010, was a wave year for Republicans.

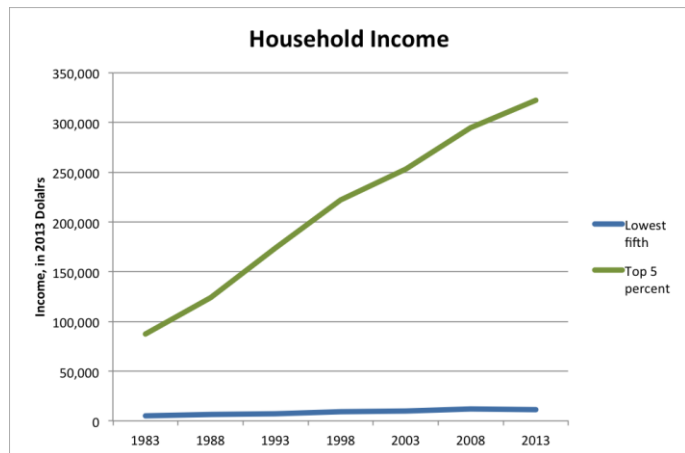
In Portman's congressional campaigns, he never faced a primary opponent (other than a 1993 special election), and his heavily Republican-leaning district never offered a general election challenge. In other words, Portman has never been held accountable for his long record of failure to the middle class.

Unfavorable Senate Map: The Senate electoral map in 2016 poses problems for Portman. He's one of seven Republican Senators running for reelection in states carried by President Obama in 2012. As difficult as the 2014 Senate map was for Democrats, the same will be true for Republicans in 2016.

Nearly 30 Years Failing the Middle Class: Portman has not delivered the results the people of Ohio expected of him during his time in the Senate, which should come as little surprise given his track record. At a time when people want solutions that work for the middle-class, Portman is haunted by drafting the very policies that have hurt the middle class and led to the Great Recession. Portman says that his nearly 30 years in Washington are qualification enough to represent Ohio. Let's see what those nearly 30 years have given the American people:

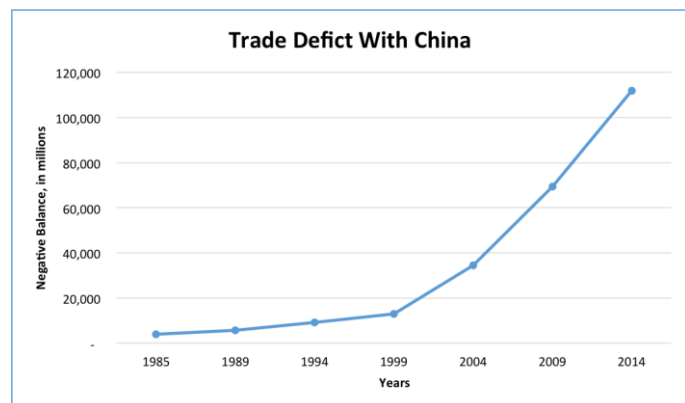
30 years of a diverging economy that has seen the gap between the wealthiest and those struggling only grow wider.

- Portman voted against raising minimum wage to \$10.10/hour.
- Portman supported the 2001 Bush tax cuts for the wealthy.
- Portman endorsed the "Paul Ryan Budget" that slashed spending on programs for poor and attacked Medicare and Social Security.



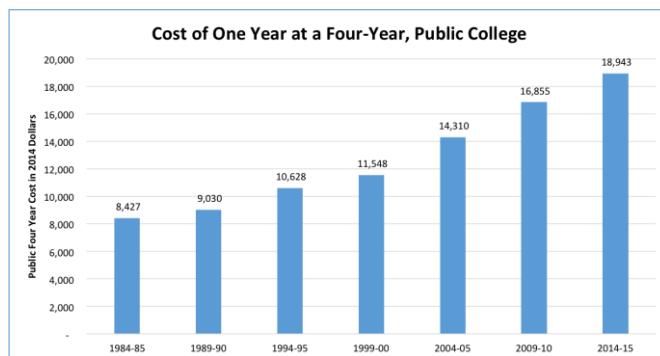
30 years of a skyrocketing trade deficit with China that is undermining good Ohio jobs.

- During Portman's 13-month tenure as U.S. Trade Representative, the United States' trade deficit with China grew by \$228 billion. This marked a 21% increase in the trade deficit, compared to the previous 13-month period.
- Portman voted in favor of a bill that would grant permanent "most favored nation" status to China.
- As U.S. Trade Representative, Portman lobbied his former congressional colleagues "relentlessly" to pass the Central American Free Trade Agreement (CAFTA).
- Portman voted in favor of the North American Free Trade Agreement (NAFTA). Ohio lost 34,900 jobs through NAFTA.



And 30 years of constantly rising college tuition rates that sink our students into debt.

- In June 2014, Portman helped stop a vote on a bill that would allow student loans to be refinanced. Sen. Elizabeth Warren, D-Mass., the chief sponsor of the bill that would allow people to refinance their student debt at lower rates, said it would help millions of Americans: “This debt is crushing our young people and dragging down our economy.”



Portman’s record of failure over nearly the last 30 years matters, and Ohioans can’t afford to keep the same representation in Congress who helped create this situation. It’s time for leader who will fight for the middle class, support good paying Ohio jobs, and increase opportunities to get a college education without mortgaging our students’ future.

Cyclical Forces & Down-Ballot Strength

Coordinated GOTV Effort: As always, the Presidential campaign will loom large in Ohio. A coordinated campaign supported by the Presidential candidate and national party focused on winning a critical battleground state will support the entire Democratic ticket, starting with U.S. Senate.

With higher turnout from sporadic Democrats driven by the large, coordinated GOTV machine, P.G.’s proven record in Cincinnati of bringing in the broad coalition of support from a diverse background of Independents, moderate Republicans, and young voters will be crucial in a close Senate race.

Ticket Splitting is Rare: In Ohio’s recent electoral history, ticket splitting has become increasingly rare. Since 1992, all statewide non-judicial general elections, which includes federal and state executive races, have been swept by one of the parties, with one exception in 2006, when Democrats swept all races except for Auditor, which was narrowly won by current Lt. Gov. Mary Taylor. In today’s partisan political environment, it is incredibly rare for down-ballot candidates in Ohio to prevail when the opposite party wins at the top of the ticket.

Energizing the Younger Demographic: P.G.’s ability to energize the younger demographic will be critical to shoring up support among voters aged 18-29. According to exit polls of the 2014 Ohio governor’s race, Democrats were outperformed by 25% among young voters. Turnout among younger voters also dropped substantially – down nationally from 19% of the electorate in 2012 to 13% in 2014. It’s clear that a winning statewide coalition in Ohio must include higher support and better turnout from younger voters – and P.G. is uniquely suited to reenergize those voters – benefitting the entire Democratic ticket.

Remarkable Response to the Campaign’s Launch – Only Expected to Build

Positive Reviews from the Press: The media coverage from the campaign’s launch was remarkable. P.G. was called a “consensus builder” by the *Cincinnati Enquirer*, a “political talent... Ohio Democrats haven’t seen in close to 40 years” by the *National Journal*, cited as “a ‘next generation candidate’” and a

rising star in the party” by *The Hill*, noted as “a leading fundraiser and vote getter” in the *Cleveland Plain Dealer*, and described as “the first high profile candidate in the race” by *Politico*.

Early Grassroots Base Providing Support Will Only Grow: P.G. was drawn into this race by the overwhelming grassroots support he has received. And an Ohio U.S. Senate race in a presidential election year is about as high-profile as a race can be. In the coming months, statewide and national support will only continue to grow, matching the local enthusiasm, as we dedicate resources to building a strong field program with boots on the ground, and hard-hitting spots on radio and TV. P.G. will be out crisscrossing Ohio, making his case directly to voters and energizing them to get out to the polls in 2016.

Data-Driven, Smart Digital Campaign: P.G. is tech and social media savvy – and his campaign will be too. He has already built a winning team that draws from the leadership of the winning Obama campaigns, including veterans of successful Ohio races and the team that built the President’s national field and digital operations in 2012.

P.G. understands the dedication needed to build a winning campaign: the time, resources, and sheer elbow grease that are needed to secure a win in 2016 will be immense. However, we are confident that he has the grassroots support and infrastructure in place to get the job done. P.G. has shown he knows how to engage with Ohioans and their families about the issues that matter to them – a hallmark of his time in City Council. In support of this core idea, one of our earliest senior staff hires will be a Digital Organizing Director tasked with reshaping the way that voters interact with their candidate. This campaign will be grounded in the same people-first values that drive P.G. every day to serve his constituents in Cincinnati.

P.G. is already taking to email, social media and the press to get the word out on the values that are at the heart of this campaign: to fight for a government that works for the middle class.

Ready for 2016: We are building a campaign that reflects our candidate’s energetic, innovative and hardworking attitude, and we are ready to get things done for Ohio. We have the candidate, team, support, and momentum to beat Rob Portman and put P.G. Sittenfeld in the U.S. Senate so that Ohio can have a Senator focused on building a better future for all Ohioans.