



October 11, 2013

**[DNC Launches Ad Campaign Holding Republicans Accountable for Their Shutdown & Default Brinkmanship](#)**

On Tuesday, the DNC launched a multi-phase media campaign targeting Republican leaders for shutting down the government and risking a default on the nation's obligations. The campaign utilized robocalls and online ad campaigns using Twitter and Google ads in strategic markets. Nationally, the DNC is running a Facebook and Google ad campaign to engage supporters around the country around the GOP Shutdown.

The first phase of the media targeted voters in the home states of key architects of the shutdown, including Speaker John Boehner, Majority Leader Eric Cantor, Minority Leader Mitch McConnell, Senator Rand Paul, Senator Marco Rubio and Senator Ted Cruz.

Next, the DNC took the campaign to early presidential primary states of Iowa, New Hampshire, Nevada, and South Carolina, to make sure that voters connect the inaction of the Republican House with their right to vote in 2016.

The third phase this week focused on how the GOP's shutdown is impacting the Latino community with calls in both Spanish and English, targeted at Florida, Texas, Arizona, and Nevada. The calls to Texas and Florida specifically target Senators Cruz and Rubio respectively while the calls to Arizona and Nevada target the Republican Party.

Below is a wrap up of the media coverage surrounding the ad campaign. Click [here](#) to view copies of the DNC's news release in both English and Spanish.

CNN: [DNC targets key Republicans over shutdown](#)

Sunshine State News: [Marco Rubio and Debbie Wasserman Schultz Exchange Fire Over Government Shutdown](#)

Miami Herald: [DNC targets shutdown 'architect' Marco Rubio in robo calls](#)

Cincinnati Enquirer: [Dems launch robocalls targeting Boehner, other GOP leaders](#)

Richmond Times-Dispatch: [DNC targets Cantor's district over shutdown](#)

Lexington Herald-Leader: [National Democrats target McConnell, Paul in ad campaign about shutdown](#)

San Antonio Express News: [DNC targets Sen. Cruz over shutdown](#)

The Run 2016: [DNC launches shutdown robos into Iowa](#)

The Hill: [DNC launching Spanish-language ads on shutdown](#)

Politico: [DNC makes Spanish calls on shutdown](#)

Orlando Sentinel: [Dems blame Rubio for government shutdown -- in Spanish](#)

Business Insider: [Democrats Are Going After Ted Cruz And Marco Rubio In Spanish Over The Shutdown And Debt Ceiling](#)

McClatchy: [Democrats target Cruz, Rubiob over shutdown](#)

Sun Sentinel: [Dems blame Rubio for shutdown - in Spanish](#)

The Washington Times: [Marco Rubio, Debbie Wasserman Schultz trade fire over shutdown](#)

Louisville Courier-Journal: [Mitch McConnell taking political heat from conservatives, liberals over government shutdown](#)

[... And the Ad Campaign is Certainly Being Noticed:](#)

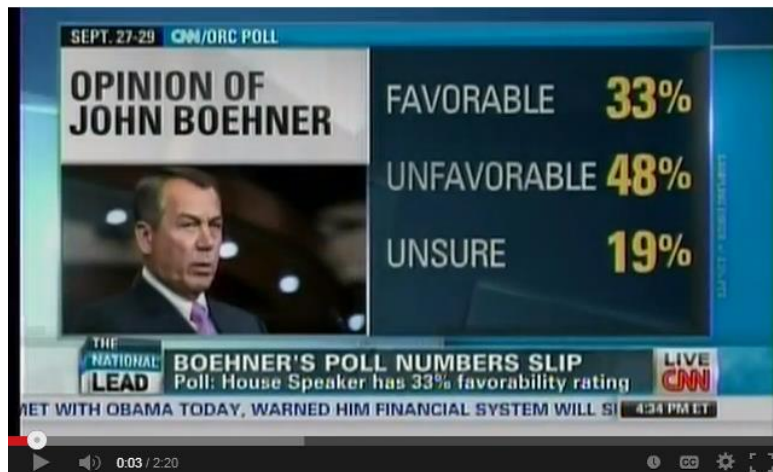


[New DNC Video: John Boehner's Shutdown is Hurting Ohio and the Entire Country](#)

This Sunday on ABC's *This Week*, Speaker Boehner doubled down on his reckless insistence on keeping the government shut down unless Obamacare is gutted. Right now, there is a majority of Congress that supports fully funding the entire government through a clean continuing resolution—the bill could pass today with a bipartisan majority allowing the government to reopen immediately.

Earlier this week, the DNC put out a video pressing the Speaker to hold a vote on a clean funding bill, noting the harm that the shutdown has done to Ohio and the rest of the Country.

Watch the video [here](#).



[In The States](#)

- In New Jersey, Congressman Bill Pascrell and DNC Press Secretary Michael Czin held a press conference call to respond to Republican Congressman Scott Garrett's irresponsible [comments](#) that he is willing to threaten our economy with a default unless we gut the Affordable Care Act. Read Gannett's coverage of the call [here](#).
- In Colorado, Democratic Party Chairman Rick Palacio released a statement on the Recent [NBC/WSJ poll](#), which highlighted that only 24 percent have a favorable opinion of the GOP. Palacio said, "Polls now show what Coloradans have been witnessing for years: the Republican party has been hijacked by a small group of Tea Party extremists hell bent on imposing an agenda far outside the mainstream" Read the full statement [here](#).
- On Tuesday, Baltimore Mayor Stephanie Rawlings-Blake, Philadelphia Mayor Michael Nutter, Minneapolis Mayor R.T. Rybak, and DNC Communications Director Mo Elleithee held a press conference call about how the shutdown is hurting low-income and middle class families in cities across the country. Click [here](#) to read The Grio's coverage of the call.

**TODAY:**

REPUBLICANS HAVE **234** MEMBERS

DEMOCRATS HAVE **201** MEMBERS

HOUSE OF REPRESENTATIVES

**BUT THE POLLS SHOW** THAT THE BALANCE IS CHANGING

DEMOCRATS HAVE A LEAD OVER REPUBLICAN INCUMBENTS IN 17 DISTRICTS IN THESE STATES

**17 SEATS IS ALL WE NEED TO:**

TAKE BACK THE MAJORITY

217 218

HOUSE OF REPRESENTATIVES

REPLACE JOHN BOEHNER AS SPEAKER OF THE HOUSE

AND SUPPORT PRESIDENT OBAMA'S AGENDA

KEEP THIS MOMENTUM GOING INTO

2014

**Our Digital Team has been Busy . . .**

Check out these stories below about how our Digital team has been working to amplify Democrats across the internet:

**Democrats Have a Chance to Take Back the House**

Polls are showing that not only is the Republican's shutdown of the government hurting our country, but it is also hurting their chances of keeping their majority in the 2014 elections. With the exchange of 17 seats, Democrats would have a House majority.

For a visual representation, the DNC released the graphic to the left to help keep the momentum going.

Feeling energized? Go to <https://my.democrats.org/Momentum> and contribute to help the DNC continue its fight for 218 seats.

**President Obama Nominates Dr. Janet Yellen as Fed Chair**

On Wednesday, President Obama nominated Dr. Janet Yellen to succeed Ben Bernanke as Chair of the Board of Governors of the Federal Reserve.

After [100 years of the central bank's existence](#), President Obama made history this week by nominating Dr. Yellen as the first woman in history to lead the board.

To congratulate Dr. Yellen the DNC released this graphic:

**PRESIDENT OBAMA JUST MADE HISTORY AGAIN BY NOMINATING THE FIRST WOMAN EVER TO HEAD THE FEDERAL RESERVE.**

**CONGRATULATIONS JANET YELLEN!**

Click [here](#) to watch The President's announcement and to learn more about Dr. Yellen.

## [Affordable Care Act Offers Hope Across the Country](#)

This week, the DNC continued to monitor the positive impact that the law is having on individuals across the country. These are a few of the stories we have come across to share that show how crucial having affordable and accessible health care is to so many Americans. Click on the headlines to read the full articles:

### [Health exchange: Utah family gets coverage for \\$123 a month](#)

**The Salt Lake Tribune// Kirsten Stewart**

It took half-a-dozen tries over several days. But Phil Sherburne struck gold on Saturday — silver actually — with family health coverage purchased on the Affordable Care Act’s online exchange. After plugging in particulars about his family of five, the Salt Lake City business owner was able to compare 38 plans and apply for tax credits to put toward his monthly premiums. He settled on a silver-level plan from Altius that retails for about \$850 a month. After tax credits, the Sherburnes will pay just \$123 a month. “It’s a great deal. I’m thrilled to have coverage, period,” said Sherburne, who was previously shut out of affordable insurance due to a pre-existing condition, a shoulder injury. “Once I got onto the site it took about an hour, start to finish.” Overwhelmed by high demand and technical glitches, healthcare.gov had a rough Oct. 1 launch. Early shoppers struggled to use the site, often getting bounced off or blocked by a “please wait” page. . . . Sherburne, self-employed and uninsured for years, found a plan with no deductible and zero co-pays. “It’s a big deal for our family,” said Sherburne, who has been paying cash for doctor visits and the occasional emergency room visit.

### [Obamacare saved my family from financial ruin](#)

**Washington Post//Janine Urbaniak Reid**

House Speaker John Boehner and his tea party friends shut down the U.S. government because of people like me. I am the mother of an insurance hog, someone who could have blown through his lifetime limit of health coverage by the time he was 14. My son has managed to survive despite seemingly insurmountable challenges, and he wears his preexisting condition like a Super Bowl ring. Mason, now 16, was probably born with his brain tumor. We discovered it six years ago. Biopsies showed a slow-growing mass, which was the good news. The bad news was that the tumor could not be removed because it had grown around essential structures in his brain. Under the care of some of the country’s finest specialists, Mason had frequent scans. There was little we could do between tests but hope for the best. Like other children his age, Mason played basketball, argued with his siblings and avoided cleaning his bedroom. He managed to undergo chemotherapy for eight months without getting too sick. He insisted on finding ways to laugh, saying things like: “I have brain cancer. What’s your problem?” It was an uneasy peace — until the tumor ruptured in December 2010, three years after his initial diagnosis, and Mason suffered a massive cerebral hemorrhage.

### [ObamaCare helps small business in Arkansas](#)

**Kerry’s Business Blog// Kerry McCoy**

I am not trying to take a position. I just want to share my experience, to date. I think we are all starved for information from real life experiences and not political wrangling when it comes to the Patient Protection and Affordable Care Act or “ObamaCare.” It seems Arkansas Governor Mike Beebe, did his ObamaCare due-diligence; through his leadership, Arkansas is one of the states that opted for a combination of both Federal and State aid. What does this mean? Yesterday we found out. Our healthcare provider, Robbi Davis Insurance, learned and embraced the new changes. For no fee, her agency introduced the healthcare plan to the employees of Arkansas’ Flag and Banner -no fear mongering, no political platform, just the facts. After a group presentation with an overview of the coverage and options, each of her insurance agents met privately with each of my employees to discuss their options and waylay their fears. Outcome: most received better coverage for less, a few were mandated to their spouses insurance and one was grandfathered in and stayed on her existing policy for another year.