



## From the National Director



A look at the current political profile of the American electorate, as revealed by recent surveys, tells us that the presidential election in 2004 could produce a result as razor thin as in 2000. This issue of NCEC's *Election Update* shows how NCEC's efforts in 16 states

will be an important factor in electing a Democratic president and sending George Bush back to Texas.

Ten months before America votes in an election that will determine the national direction for decades, the electorate is at a rare point of political parity. Opinion polls generally agree that, for the first time, equal numbers of Americans identify themselves as Democrats, Republicans and Independents; roughly 31% for each group.

This figure represents a significant gain for the Republican party and no gain, as one might think, for the group who calls themselves Independents. The number of third party voters – people who are neither “D”, “R” nor “Ind” have shot up to 7% of the total, three times their number in the 1990's.

An important key to 2004 politics becomes apparent when those independent voters who “lean” toward either the Democrats or Republicans are factored into the calculations. Albeit by a reduced margin, Democrats continue to outnumber Republicans by 46% – 43%. It is NCEC's hope that, as the Bush failings on foreign policy sink in and his domestic policy which threatens the nation's economic future is better understood, Americans will stop flirting with the Republican party whose policies could isolate us internationally and bequeath our children the consequences of a bankrupt government.

Independents are the quintessential swing voters; the candidates they favor on Election Day

*continued on page 4*

## NCEC WILL PLAY A CRUCIAL ROLE IN THE 2004 ELECTIONS

Expanding NCEC's support to the entire Democratic ticket in 16 key states could tip the scale of victory.

**Political strategists of both parties agree with NCEC that the voters of sixteen states will decide the presidential election of 2004.** Only 32% of Americans live in these states, 7 of which were carried by Bush in 2000, and 9 of which were carried by Gore.

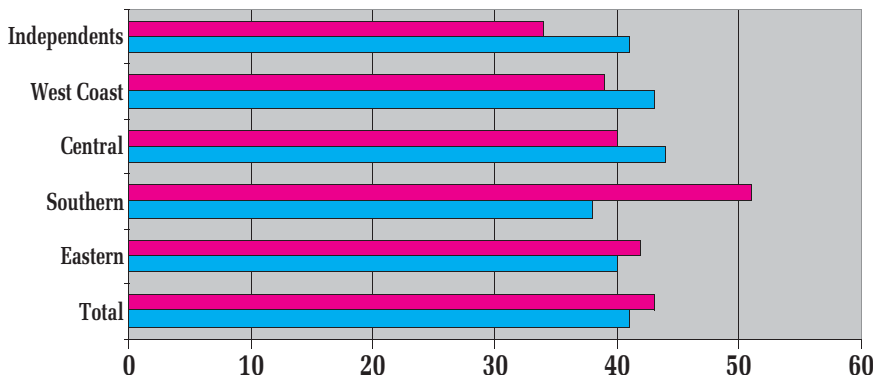
A Democratic victory will be determined by the candidates' ability to hold the winning edge in all the states carried by Gore in 2000, which comprise 92 electoral votes: Iowa (7), Maine (4), Michigan (17), Minnesota (10), New Mexico (5), Oregon (7), Pennsylvania (21), Washington (11) and Wisconsin (10). A loss of any one of these states will make the climb to victory steeper.

Prime targets for Democrats in November include seven states representing 78 electoral votes that Bush carried in 2000: Arkansas (6),

*continued on page 4*

### Bush Reelection Figures

■ Bush ■ Democrat



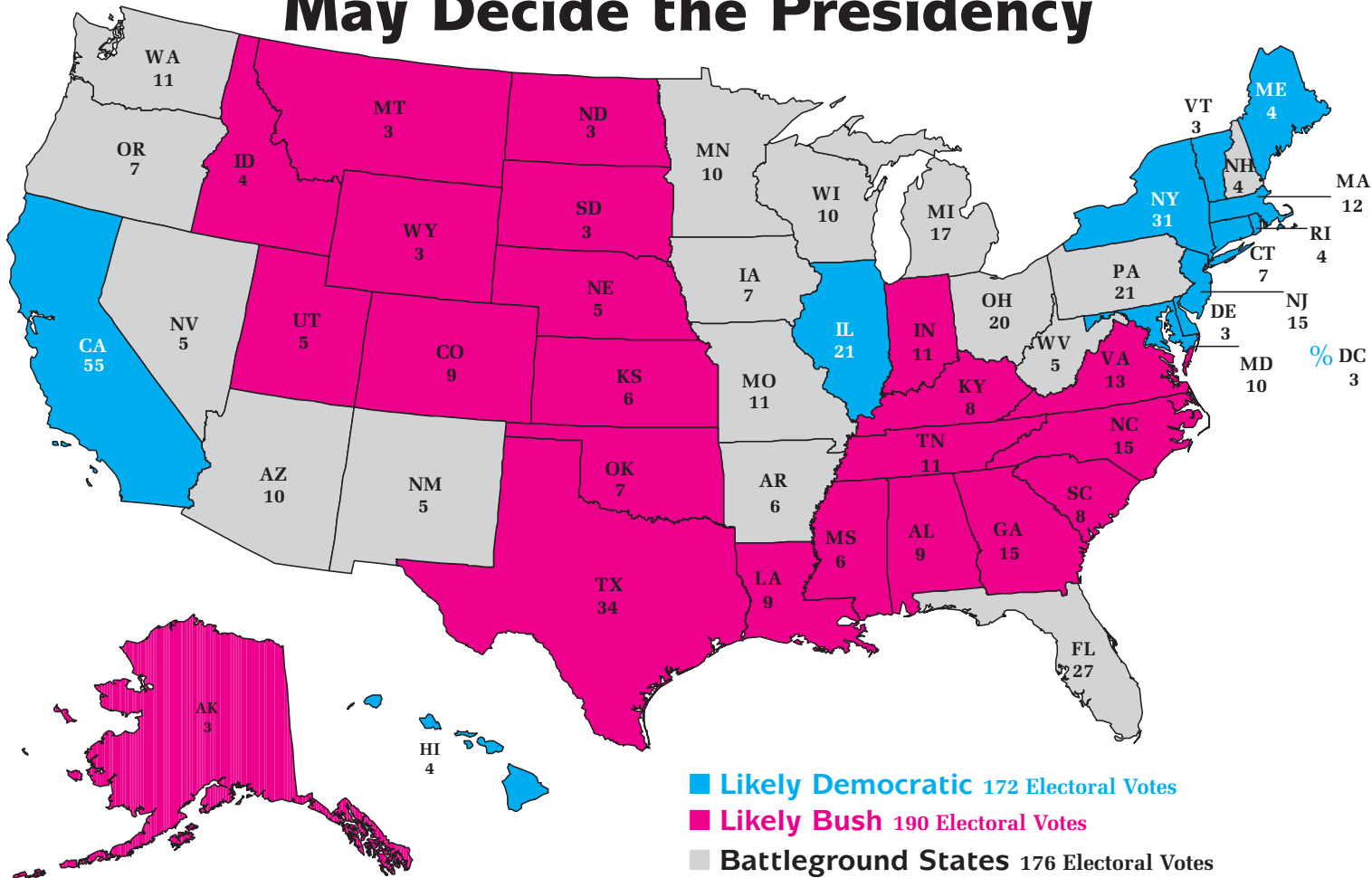
### DEMOCRATS NARROWING THE GAP ON BUSH

Source, Zogby 12/03

“The sophisticated electoral and demographic targeting assistance NCEC provided to my campaign allowed our resources to be used with incredible effectiveness. My nine-point victory over Republican ‘Senator-for-life’ Al D’Amato speaks volumes about the difference NCEC makes for progressive candidates.”

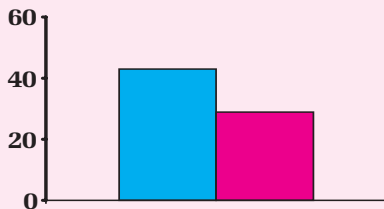
*Sen. Charles Schumer (D-NY)*

# Voters in Sixteen States May Decide the Presidency



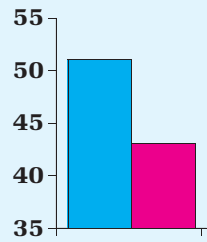
## Two Key Indicators Buoy Congressional Democrats Hopes

Would you vote for Democratic or Republican Candidate for Congress?



■ Democratic Candidate  
■ Republican Candidate

Is the Country on the Right Track?



■ Wrong Track  
■ Right Track

Source AP 12/03

# Close Races for 2004 Senate

With the country continuing to be evenly split between both Republican and Democrats, the 2004 Senate races will be just as close as the Presidential Race. In 2004, Alaska, Colorado, Florida, Georgia, Illinois, Louisiana, Missouri, New Hampshire, North Carolina, Oklahoma, Ohio, Pennsylvania, and South Carolina will help decide the fate of the Senate, and for many of these States, the face of the White House. NCEC provides the services necessary to win these pivotal races at no cost, thanks to your continued support.

2004 US Senate Outlook					
<b>Democrats</b>	Connecticut Maryland New York Oregon Vermont Wisconsin	Arkansas California Indiana Nevada North Dakota South Dakota Washington	Florida Louisiana	Georgia North Carolina South Carolina	
	<b>Safe Democratic</b>	<b>Leans Democratic</b>	<b>Competitive</b>	<b>Leans Republican</b>	<b>Safe Republican</b>
<b>Republicans</b>		Alaska Illinois	Missouri Oklahoma Pennsylvania	Colorado Kentucky New Hampshire Ohio	Alabama Arizona Idaho Iowa Kansas Utah

## Americans Unhappy with Direction of Country, Lean Strongly Towards Democratic Candidates

Pollsters take a nationwide snapshot of the electorate using a “generic ballot” question. By coupling this data with the electorate’s feelings on the direction of the country and each party’s handling of the important issues, we can gauge the general performance of congressional Democrats in the upcoming elections.

This year there are very good chances for Democrats to pick up at least 4 Senate seats in Alaska, Illinois, Pennsylvania and Oklahoma. In addition there is a strong chance Democrats will be able to pick up a couple of seats in the House of Representatives. It is time for America to send the right wing a message, its time for a change in our country’s direction now!

*“Director” continued from page 1*

invariably win. So, where independents “lean” matters a lot. The narrowness of the present Democratic margin over the Republicans will probably change over the coming months. Wide swings among the “leaning” voters are not unusual. One reason for this phenomenon is that people who are not affiliated with a political party seem to prefer playing the field to making a long-term commitment. Another reason is that the Democratic presidential candidate has not been named.

Conservatives account for about a third

of America’s voters, moderates about 40%, and liberals about 20%. Democrats hold an edge among older Americans. About a third of adults under 30 say they are Republicans, while only 25% of younger Americans call themselves Democrats. This data and hundreds of other factors are integrated into the unique state of the art precinct-by-precinct technical campaign studies and analyses NCEC provides to progressive candidates without cost. And it’s one of the many ways NCEC maximizes the political impact of your support. Thank you.

*“close race” continued from page 1*

Florida (27), Missouri (11), Nevada (5), New Hampshire (4), Ohio (20) and West Virginia (5).

It doesn’t help that recent reapportionment and redistricting, which was mandatory after the 2000 election, switched seven electoral votes from Gore’s total to Bush’s making the 2004 fight even tougher.

The South is clearly not going to be the 2004 battleground. If you omit Florida, whose voting trends lean towards a more battleground northern state, the only state that will be competitive in the South is Arkansas. Some will argue that the Democrats have a chance at Louisiana, but, with the retirement of Senator Breaux, it seems probable that it will end up in the Bush column.

The most closely watched section of the country, where the election could very well be decided, is the area of the rust belt in the states bordering the Great Lakes: Michigan, Minnesota, Ohio, Pennsylvania and Wisconsin. Together these five industrial states comprise 78 electoral votes, 29% of the 270 needed to win.

If the Democrats nominate a candidate who has strong appeal in the states carried by Gore in 2000 and can even slightly cut into Bush’s strength, for example, in either New Hampshire or Arkansas, he or she could go down in history as the person who saved our liberal democracy.

It is an established fact that **the unique state of the art technical campaign services program, developed by NCEC over its long 56-year history, can make the difference between victory and defeat in close races.** NCEC makes

it possible for candidates to maximize the impact of their resources in the most cost effective and efficient ways.

It is also commonly understood that get-out-the-vote programs conducted by NCEC candidates, based on our precise precinct-by-precinct electoral and demographic targeting, get more Americans to the polls. These services provide a strong counter measure to the staggering money advantage usually enjoyed by the big business and special interest backed Republican opponents.

Today, NCEC senses that an extreme right wing sword of Damocles hangs over our heads: a Supreme Court majority led by Scalia and Thomas and a federal court packed by young radical right ideologues appointed for life. **Our rights, liberties and privacy we have fought so long and hard to protect are all in serious jeopardy.** These are the realities of 2004.

Therefore, NCEC is expanding its technical services support program to all Democratic candidates, federal, state, or local, in every election in the sixteen states that will decide who becomes the next president of the United States.

Our logic is simple: the stronger the campaign run by every Democratic candidate for every office, the more it will enhance the chances of the Democratic candidate at the top of the ticket. If NCEC can assure that every campaign up and down the ticket is more effective, we will have a better chance of beating Bush at the top no matter how expensive, lowdown, and dirty a campaign Karl Rove runs.



#### NATIONAL DIRECTOR

Russell Hemenway

#### CHAIRMAN

Thomas Scheuer

#### VICE CHAIRMAN

George R. Donahue

#### TREASURER

James E. Byron

#### WASHINGTON DIRECTOR

Mark Gersh

#### DIRECTORS

Muriel G. Blumenthal\*

Richard A. Brown

Stimson Bullitt

Robert B. Choate

Maxwell Dane\*

Joan K. Davidson\*

Mark B. Dayton

George R. Donahue\*

Joan Pyle Dufault

Nicholas D. Etcheverry\*

Robert B. Gimbel

Cynthia Harris

Jane Hart

Nancy B. Hector

Dennis Heffernan

Russell Hemenway\*

Mitchell T. Kaplan

Irvin Larner

Orin Lehman

Edward B. Marks

Jonathan Marshall

Anne Martindell

Don Montgomery

James Montgomery

Bishop Paul Moore, Jr.

Stewart R. Mott\*

Gaylord Nelson

Laughlin Phillips

Gary Ratner

Maurice Rosenblatt

Thomas Scheuer\*

Harry Louis Selden

Helen C. Vanderbilt\*

George Wallerstein

William Woodward III

\*Executive Board

**Eleanor Roosevelt**

(1884-1962)

**Sidney H. Scheuer**

(1893-1987)

**Hans J. Morgenthau**

(1904-1980)

**Thomas K. Finletter**

(1893-1980)

**Barbara W. Tuchman**

(1912-1989)

**Henry Steele Commager**

(1902-1998)