



## From the National Director



It is only June and already the Bush campaign has established a record of lying, distortion and negativity unprecedented in recent history. The Washington Post has reported that scholars and political strategists have determined that the ferocious Bush assault on John Kerry this

Spring has been extraordinary, both for the volume of attacks and for the degree of dishonesty in speech and in advertising.

Three quarters of the ads aired by Bush have been attacks on Kerry. Bush has aired 49,050 negative ads in the top 100 media markets, using 75% of his total advertising budget. These statistics were produced by the Campaign Media Analysis Group. Both campaigns say they are accurate.

Dick Cheney has been assigned the job of chief character assassin. His most recent assault was "John Kerry has questioned whether the war on terrorism is really a war at all." This spurious charge is then reiterated by campaign chairman Marc Racicot and by members of Congress, and soon devolves into "Kerry is against the war on terror." Then they start the broadcast and print advertising campaign with "Kerry would repeal the Patriot Act's use against terrorists."

Simultaneously, in key states, the Bush advertising blitzkrieg, orchestrated by Karl Rove, opened another front: "In his first 100 days in office, Kerry will raise taxes by at least \$900 billion." Untrue. And then, "Kerry supported a 50-cent-a-gallon gas tax." Untrue.

Scott Reed, who ran Bob Dole's presidential campaign, said that the Bush campaign has to "keep their boot on Kerry's neck and define him on their own terms."

This frighteningly negative strategy is now in full operation, and we still have five months to go before we vote. Brown University professor

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## BUSH'S APPROVAL RATING DROPS

## GENERIC VOTE FOR CONGRESS TILTS TOWARD DEMOCRATS

## HOPE RISES FOR RECLAIMING MAJORITY CONTROL

On May 12, the Time/GNN Poll asked likely voters nationwide the following question:

"If the election were being held today, do you think you would vote for the Democratic candidate for Congress in your district or for the Republican candidate?" The results, Republican 41%, Democrat 53%, Unsure 7%, reflect the strongest indication to date that the country is growing increasingly apprehensive about the national direction, the state of the economy, and the conduct of our foreign policy. This is a clear signal that Americans feel it is time for a change.

After months of speculation and assessment by the pundits on

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"NCEC has provided invaluable technical assistance to my reelection effort. Their expertise has made a major difference not only in my race, but in countless races across the country. Without a doubt, the NCEC has led the fight for progressive candidates and won many of the most important battles."

*Senator Edward Kennedy  
Democrat, Massachusetts*



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Darrell West, author of a book on political strategizing, said, “I’m anticipating it’s going to be the most negative campaign ever.”

With Bush armed with the largest campaign budget in history and scheduled to spend a staggering amount—probably \$500 million—we can anticipate a steady drumbeat of hate, lies, and vitriol against Kerry and the Democrats. If Bush is lagging in the polls, the volume will

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how steep the climb would be for Democrats to pick up strength in Congress, with few giving Democrats a chance at majority control, the tide has finally turned.

Much of our excitement and new optimism is a direct result of George Bush’s job approval numbers having reached a record low. On May 13, the opinion polls showed that only 42% of Americans gave Bush excellent or good marks; 58% gave him a fair-to-poor rating. In the all-important head-to-head race with John Kerry, Bush received 42% to Kerry’s 47%.

“NCEC stood by me from the very beginning to the dramatic close finish of my Special Election. NCEC’s unique technical services and timely financing gave me a major advantage in targeting my resources and in maximizing my vote. NCEC support was critical and will be again in November. Thank you, NCEC.”

*Representative Stephanie Herseth  
(Democrat, South Dakota)*

For an incumbent president, Bush is doing badly, but there is a long row to hoe between June and November. We have had ample warning that the extremists who control our government will stoop to any level, do whatever it takes, and spend money like it was going out of style to maintain power, impose their regressive radical agenda on the nation, and redesign our liberal democracy in their image.

NCEC members know that the better every candidate performs up and down the ticket, the better the results will be for the entire slate of candidates. That is why NCEC support for all progressive candidates pays such high dividends.

rise to a roar.

Let’s hope that Americans, in their wisdom, will not be hoodwinked by the calumny and deceit we can expect from Bush and company. Let’s hope that, instead of solidifying his right wing voting base and winning over some independents, the converse will occur and citizens everywhere will realize that people who will stoop so low do not deserve to hold public office.

In this edition we have presented the fifty races for the House of Representatives that, as of today, will probably determine the majority control of the House. There will be additions and deletions from this list as the campaigns progress. We will keep you informed.

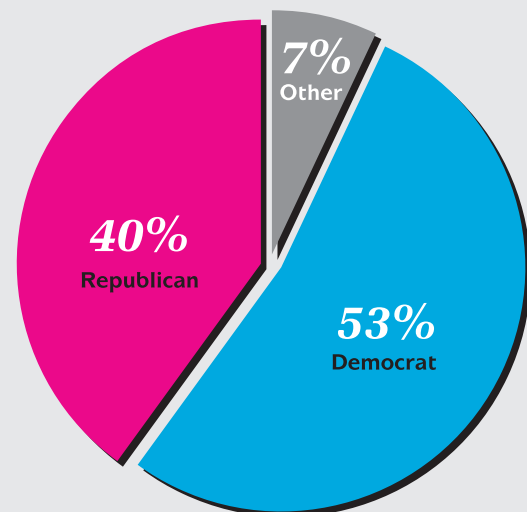
The country rallied behind the president after 9/11/2001. Today, partisan divisions have returned with a vengeance. Fifty-five percent of Americans think that we are on the wrong track, and even the occasional good news out of Iraq gives Bush only a slight bounce in his rating in the national polls.

The Democrats are feeling this change and are highly charged as we move into the heart of the campaign.

We are including our assessment of the U.S. Senate races. There has been no change in status since we last wrote, but there has been a major change in enthusiasm and hope for victory.

NCEC’s ambitious program of providing every progressive candidate with our state of the art technical services, timely financing, and ongoing professional consultation, will make the crucial difference in close House and Senate elections.

The all-important Generic Poll  
Historically the most important political predictor  
Source: Time/CNN 5/12/04



*If the election is held today, which congressional candidate would you vote for in your district?*