

Morning:

Federal campaign finance

Battleground states

State campaign finance

The “new” soft money

Afternoon:

Building your toolbox

Expect the unexpected (see: Florida)

Lobbying

Tomorrow:

Getting the data, and doing something with it

The long, long, long (really, really long),
painfully long, long,
long (did I mention long) road
to election day 2008

Aron Pilhofer, The New York Times

presidential edition

There are 564 days
until Election Day 2008

so why now?

simple math



an open seat



plus

A field of 21 possible
candidates (*and growing*)



the GOP





the Dems



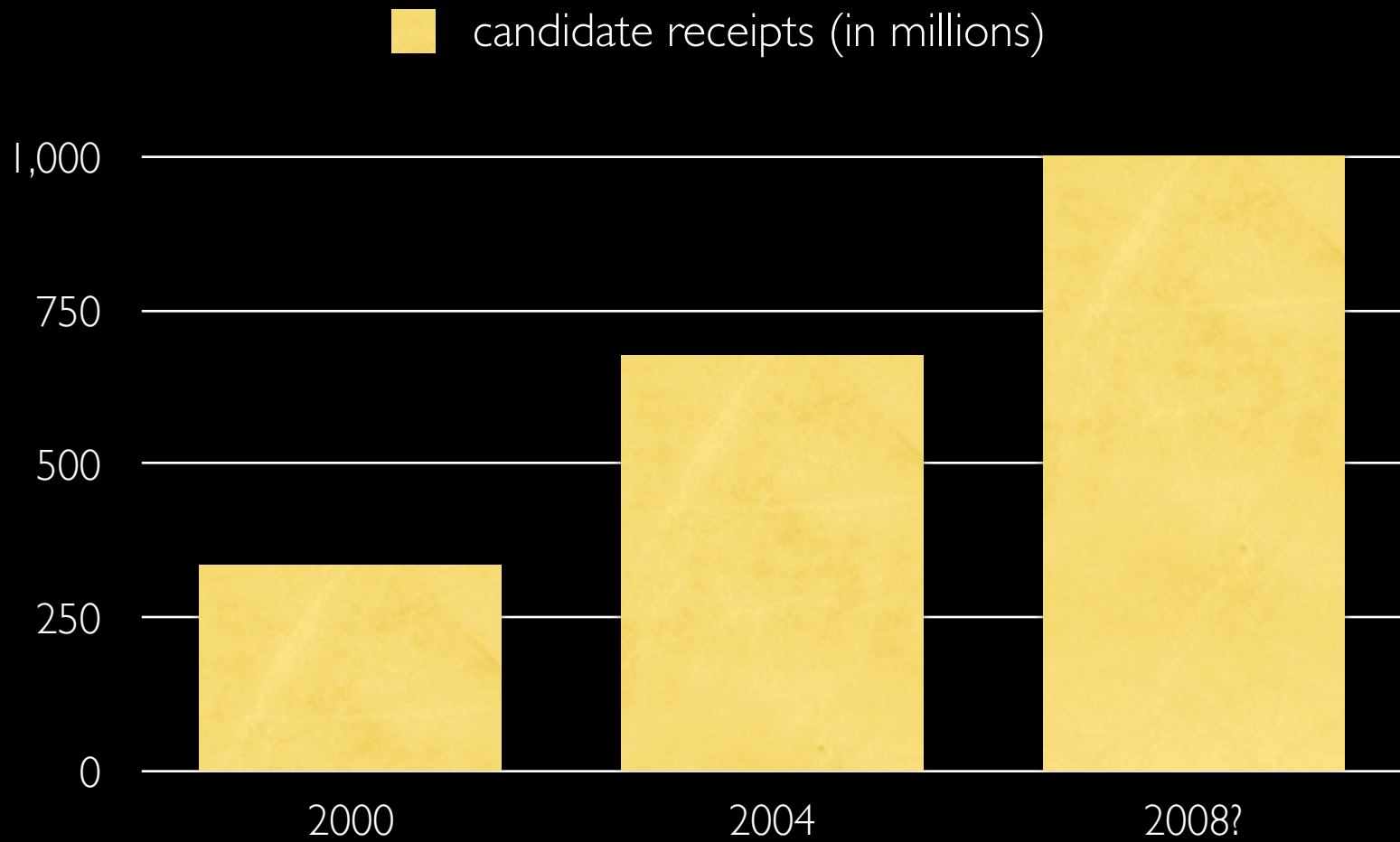
plus

10 Republicans declared

8 Democrats declared


plus

A billion-dollar election



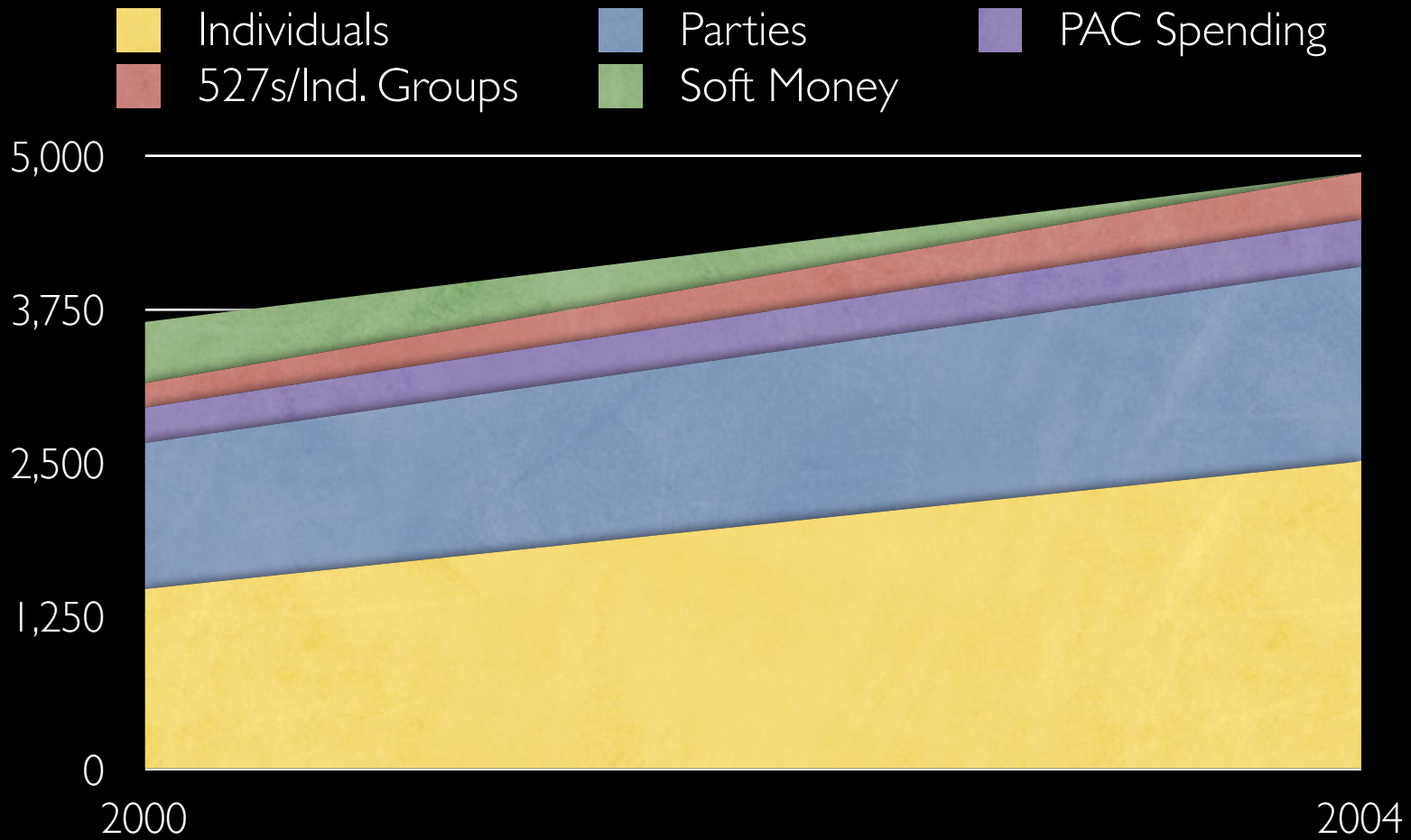
plus

A front-loaded primary

	Democratic				Republican			
	Jurisdiction (delegates)	Delegates each Date	Cumulative Delegates	Cumulative Percent	Jurisdiction (delegates)	Delegates each Date	Cumulative Delegates	Cumulative Percent
Monday 14 January 2008	Iowa (56)	56	56	1.28%	Iowa (41)	41	41	1.63%
Saturday 19 January 2008	Nevada (33)	33	89	2.04%				
Tuesday 22 January 2008	New Hampshire (30)	30	119	2.73%	New Hampshire (24) , Wyoming (28)	52	93	3.69%
Tuesday 29 January 2008	South Carolina (54)	54	173	3.97%				
Friday 1 February 2008					Maine (21)	21	114	4.53%
Saturday 2 February 2008					South Carolina (47)	47	161	6.40%
Tuesday 5 February 2008	Alabama (60) , Arizona (67) , Arkansas (47) , California (441) , Colorado (71) , Delaware (23) , Idaho (23) , Missouri (88) , New Jersey (127) , New Mexico (38) , New York (280) , North Dakota (21) , Oklahoma (47) , Utah (29)	1,362	1,535	35.19%	Alabama (48) , Arizona (53) , Arkansas (34) , California (173) , Delaware (18) , Michigan (61) , Missouri (58) , New Jersey (52) , New York (101) , Oklahoma (42) , Utah (36) , West Virginia (30)	706	867	34.45%

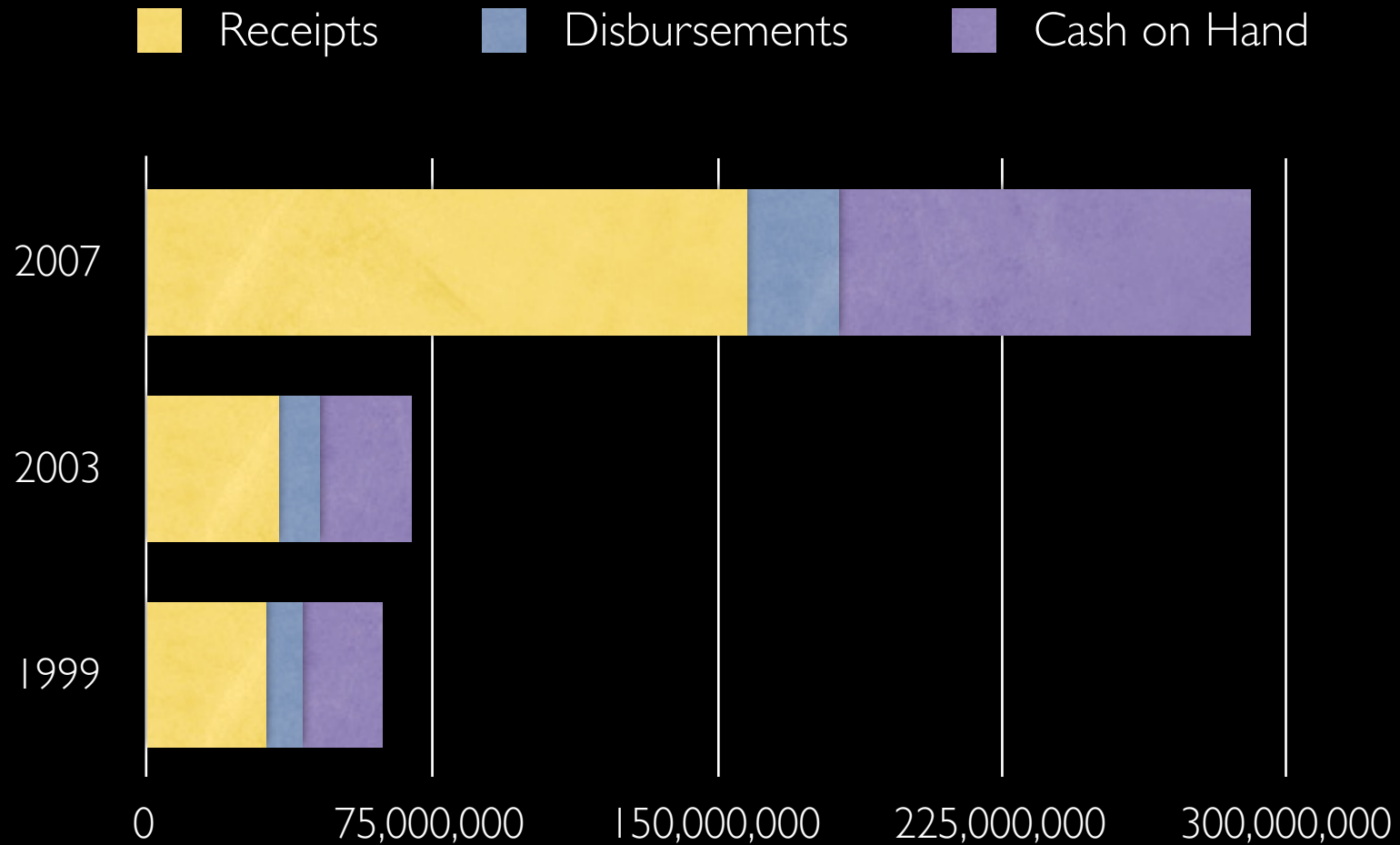
plus

Spending up, up, up



plus

As I said... up, up, up



equals

a clusterf@#k to the White House



The Challenge

- We're losing the arms race
- Our sources are sophisticated
- Worse, our sources know that

Where to start

- Know the people
- Know the playing field
- Know the paper trail
- In short... know what they know

Where to start

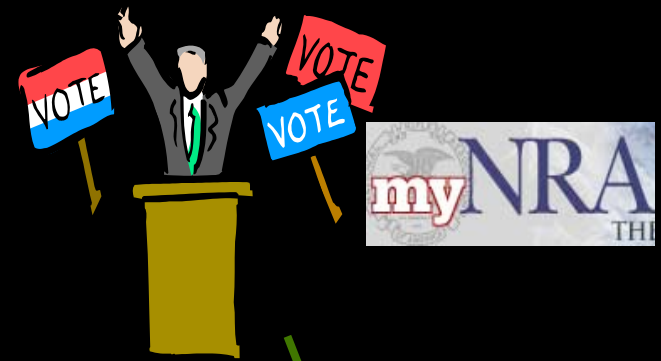
- Build your toolbox today
- Find sources, experts now
- Understand your back yard
(however big it is)

The reason? The money trail
gets more twisted
every election

...in a simpler time...



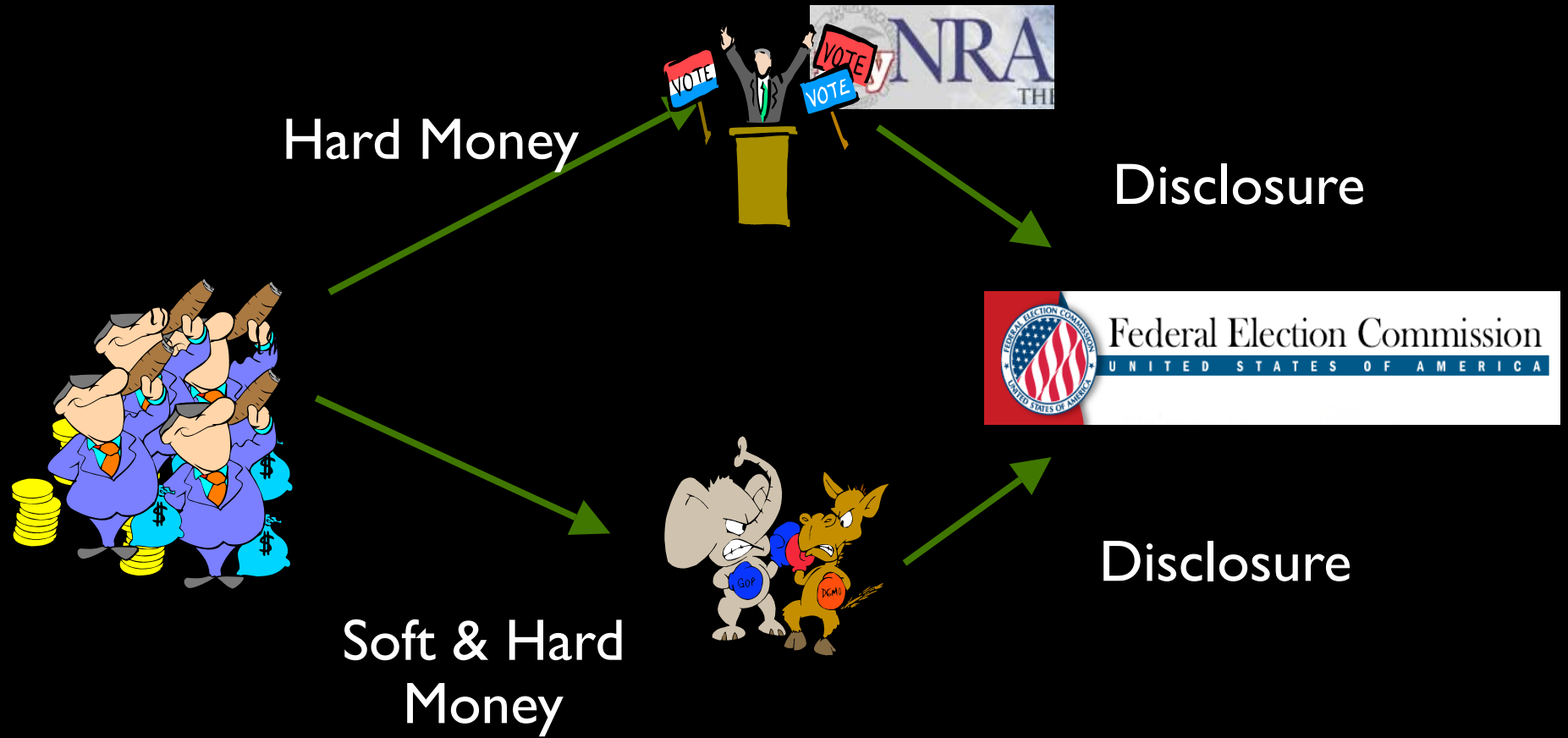
Hard Money



Disclosure

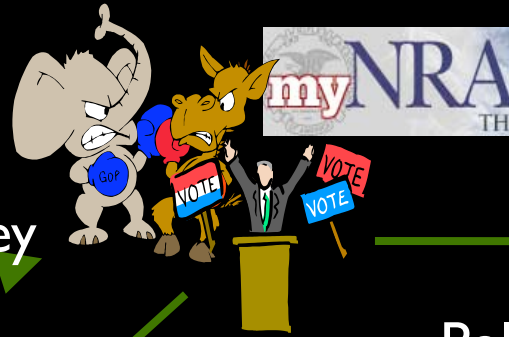


...in a slightly less simple time...



...today...

Candidates, Parties, PACs



Disclosure

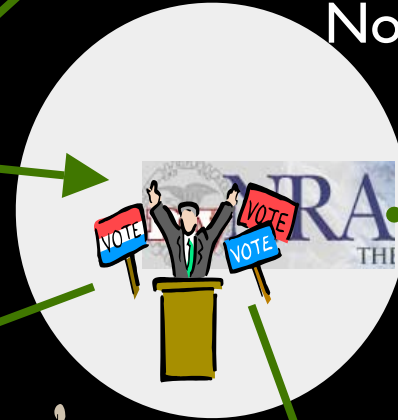


Hard Money

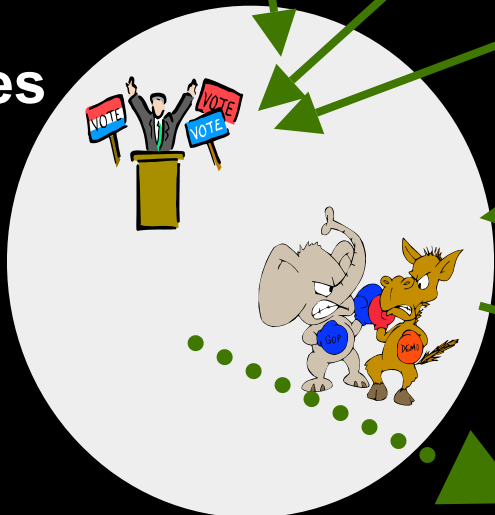
Political Nonprofits

Soft Money

Minimal Disclosure



States



Hard Money

Disclosure



*Call Sen. X
and tell him....*

Issue Ads

Spotty Disclosure

Why?

Mission Accomplished!



BCRA changed everything

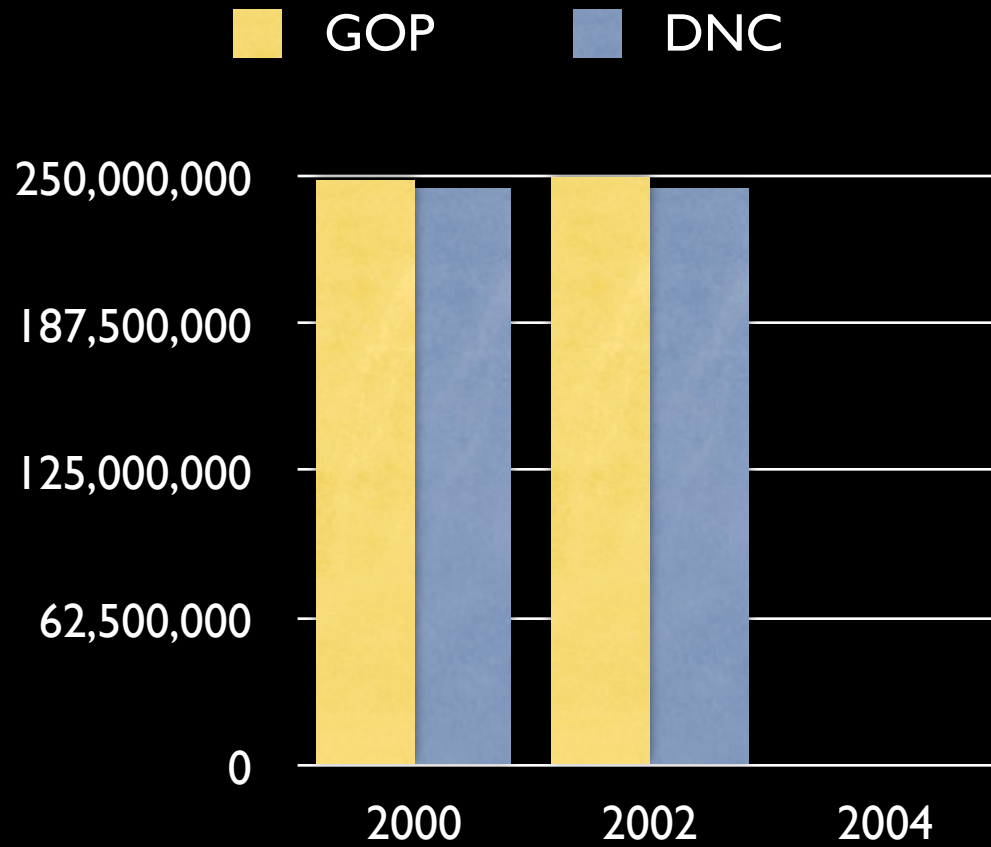
- BCRA changed the very nature of campaigns
- The reform part is working as intended
- There are, however, major unintended consequences
- To do this right, we have to know what they know

BCRA for the rest of us

The law does many things:

- Significantly restricts issue ads
- Increases contribution limits, and indexes them to inflation
- Creates new kind of funding for state parties
- And, most important, eliminates soft money

See? They weren't kidding.



Types of spending

- “Squishy” money
- Hard money -- \$2,300
- Electioneering communications
- Independent expenditures

Where to look

- Candidate committee
- Leadership PACs
- Joint fundraising committees
- Party committee (State/Federal)
- State committees
- Political nonprofits

Help!?!?

Help is out there



Shameless plug

