



December 1, 2009

From: Clint Reed
Baker for U.S. Senate Team

To: Baker for U.S. Senate Leadership Team; Alice Stewart, Deputy Campaign Manager;
Finance Team

Cc: Senator Gilbert Baker

Subject: *Update of Baker for US Senate Campaign*

The **Baker for U.S. Senate Campaign** is in a solid position as we head into 2010. Senator Lincoln is becoming increasingly more vulnerable while the Republican primary continues to be unsettled.

Top-line:

The latest Zogby Poll (11/19) shows our campaign in a statistical tie with Senator Lincoln. This is extremely bad news for an incumbent seeking re-election. However, Baker takes a significant lead 49% to 37% if Lincoln votes for (*which she did when she voted for cloture*) Obama's healthcare legislation.

Political Environment:

The political environment is becoming increasingly favorable for Republicans. The current "generic ballot" in Arkansas is 44% Republican and 34% Democratic¹. In comparison, in October 2001, the "generic ballot" was 39% Democratic and 34% Republican. In October of 2005, this "generic ballot" was 41% Democratic and 28% Republican. In short, the overall environment has improved substantially.

The healthcare debate is creating a toxic environment for Senator Blanche Lincoln. She has managed to be *for* the public option, *against* the public option, *for* it yet again, and voted to move government-run healthcare to the Senate for debate. In short, she was *the* deciding vote.

Let's be clear, Lincoln could have stopped government-run healthcare from being possible. Instead, she voted with Barack Obama and Harry Reid.

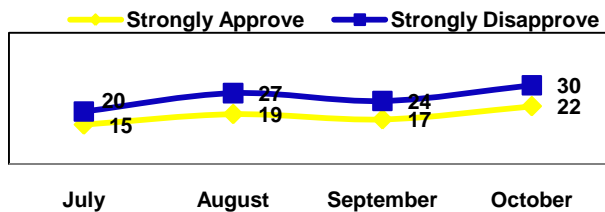
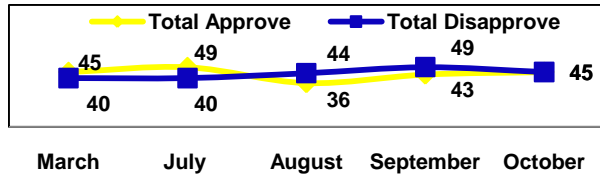
It is critical that we reiterate the following theme: "Gilbert Baker will never be a swing vote for Barack Obama's government-run healthcare."

Overall, Arkansans deserve a Senator who will be a decisive check and balance to Barack Obama's extreme policies. Blanche Lincoln will be consistently "on the fence," as the *Arkansas Democrat Gazette* accurately described last week.

In summary, Arkansas Republicans have a golden opportunity to win!

¹ TBQ Poll. October, 2009.

Lincoln Job Approval Overview:



One survey does not establish a trend; however, every survey since early spring shows that Blanche Lincoln is vulnerable. There will be many more surveys in the weeks and months ahead—some good, some bad. As Haley Barbour says, “nothing is ever as bad or as good as you think it is!” We have much work ahead of us to establish our name identification on a statewide level.

Objectively speaking, we have to prepare that upon the conclusion of this healthcare debate that Senator Lincoln’s survey numbers will improve marginally. Nonetheless, two things are working against Lincoln: 1) At the height of Barack Obama’s popularity in Arkansas, he lost the state by 20 points. His numbers have only gotten worse and we should expect them to remain where they are currently. 2) The issue matrix in Washington will not change for Lincoln. Barack Obama has an aggressive agenda, and Blanche Lincoln will be a swing vote on every issue (i.e., raising the debt ceiling, card check, re-authorization of Bush tax cuts). In the end, Blanche Lincoln has a history of voting with Harry Reid and Barack Obama.² **All in all, Arkansas will be a battleground for the U.S. Senate in 2010.**

Lincoln’s polling numbers indicate that her path to victory (if she survives a primary) will require her to run one of the most negative campaigns in Arkansas history. Any Republican candidate must expect this. As her numbers falter and with a massive campaign war chest, she ultimately will be required to make the Republican nominee unacceptable to the Arkansas electorate. Our advantage is that we were fully vetted in the 2008 State Senate Campaign. The Arkansas Democratic Party FOIA’d Senator Baker’s public records not once, but twice. However, the intensity in this campaign will be much greater.

Front Runner?:

We have been tagged as the frontrunner in the primary after raising \$500,000 in 30 days during September. The frontrunner status comes with a target and often unrealistic expectations. I believe this frontrunner status is premature given the number of candidates in the primary along with the nature of the GOP electorate. We must execute each event, pay attention to detail, and continue to raise money. Our candidacy will be judged differently. We should also prepare for other candidates to enter the primary contest.

Fundraising:

One of the expectations of being labeled the frontrunner is that we will be expected to out raise our primary opponents. Our campaign will have a solid quarter from a fundraising perspective. In contrast to September where we were all on the phones frantically raising money, we have developed a solid finance committee and diversified our fundraising efforts (i.e., mail, phones, on-line, and house parties).

² Between 1998 and 2008, Blanche Lincoln has voted with Harry Reid 85% of the time. Between 2005 and 2008, Blanche Lincoln voted with Barack Obama 86% of the time.

This has been an important organizational tool, but it has required spending time to develop. Many have speculated that we are on track to raise \$1 million this quarter alone. No, we are not. In a crowded field of primary opponents, the donor field is fractured with rumors of additional candidates announcing their intent to run. Overall though, we will have a very solid fundraising quarter and be well positioned financially for a comprehensive primary campaign.

Straw Polls:

Straw polls serve as a good metric tool for organizational building. They also will be used by underfunded campaigns as an attempt to show strength and momentum (i.e., College Republican Straw Poll). We will continue to participate in these straw polls where appropriate. However, it is important to remember that the only metric that truly matters is May 18, 2010. Our campaign will move forward with this as a context for success.

Bisbee:

There is still "nagging doubt" about Gilbert's support for a Democrat over a Republican in the election for Senate Pro-Tempore in 2005. This election was for the 2007 Senate Pro-Tempore. Moving forward, we must be very clear about this issue:

Plain and simple, Gilbert Baker chose the interests of conservative policies in this process.

Those pushing this story are conveniently trying to re-write history. Then Senator Dave Bisbee (Republican) joined with Percy Malone (Democrat) to offer a change to the Arkansas Senate rules that would have mandated that only the members of the majority party would be allowed to vote in the selection of the Senate Pro Tempore. Gilbert Baker, along with other Republicans, disagreed with this proposal. This attempt by Bisbee and Malone helped solidify the growing divide that led to Senator Bisbee's defeat. This "conservative" group joined with other conservative members of the Senate to elect a Senate Pro-Tempore giving Republicans a more prominent voice.

How is that not putting the interest of the Republican Party first?

No, Gilbert Baker did not put Dave Bisbee's interest first-- he put the interest of conservatism first. Our campaign has been reluctant to address this issue publicly, but moving forward we must be pro-active and aggressive to ensure that the accurate story is being portrayed.

Conservative?:

To say that Gilbert Baker is not a conservative is a very hollow argument. The following is a list Gilbert Baker's positions on conservative issues:

PRO-LIFE

- He is unequivocally pro-life.
- He was endorsed by Arkansas Right to Life in his 2008 State Senate campaign.
- In 2005, he led the charge in the Arkansas Senate to pass ACT 537, which required parental consent before a teenager could get an abortion.
- In 2009, he co-sponsored legislation to ban partial birth abortion.
- He is a former board member of Life Choices Crisis Pregnancy Center.

FISCAL CONSERVATIVE

- He not only believes in less spending and less government, he lives it. He and his wife, Susan, live debt free.
- In 2000 when he was first elected to the State Senate, he campaigned on cutting the grocery tax for Arkansas families. In 2007, he voted to cut the grocery tax by half. In 2009, he voted to cut the tax another penny.
- As Co-Chairman of Arkansas' Joint Budget Committee, he has worked with his colleagues to balance Arkansas' budget. Within this, Arkansas cannot spend more than it takes in. Gilbert believes this is a solution that should be championed in Washington, D.C.

- He has pledged not to raise your taxes if elected to the United States Senate by signing the Americans for Tax Reform “no-tax” pledge.
- He also opposes federal earmarks. No pork barrel spending!

2nd AMENDMENT

- In 2008, he earned an “A+” rating from the National Rifle Association (NRA). The NRA gives A+ ratings to those who have an excellent voting record on gun issues and have made a vigorous effort to protect the 2nd Amendment.
- In 2009, he co-sponsored Senate Joint Resolution 3, which proposed creating a constitutional right to enable Arkansans to hunt, fish, trap, and harvest wildlife.

MARRIAGE

- He believes that marriage should be between one man and one woman.

ILLEGAL IMMIGRATION

- First and foremost, he believes we must secure our borders.
- He opposes spending tax dollars to provide benefits to those who are in America illegally. In 2005, Gilbert opposed providing state funded scholarships to illegal immigrants.
- In 2005, he supported legislation that would have given Arkansas law enforcement officials the tools to enforce our immigration laws.

JUDGES

- He believes that federal judges should strictly interpret the Constitution and not legislate from the bench.
- Gilbert was proud to have served as a surrogate in the confirmation process of both Chief Justice John Roberts and Justice Samuel Alito.

A UNITED STATES SENATOR ON ARKANSAS’ SIDE

- He opposes spending taxpayer bonuses for AIG executives.
- He opposes federal bailouts (i.e. General Motors).
- He opposes government-run healthcare.
- He opposes cap and trade legislation.

Conclusion:

The Baker for U.S. Senate Campaign is in a solid position heading into 2010.

It is imperative that we continue to raise money. It will still be some time before this race “settles.” Our campaign, along with the leadership of the Republican Party at the state and national levels, should be very concerned about a drawn-out, devastating primary.

Primary campaigns are good for our party. We welcome a primary. However, the downside is this: if the GOP collectively spends \$2 to \$3 million on the primary and the winner emerges with no money, we should be prepared for the national Democrats to be ready to spend whatever is necessary to win this election.

The GOP is in a very solid position to compete for **AND** win a United States Senate seat. However, our party and the activists in it must not lose sight of the ultimate goal: being a check and balance to Barack Obama’s extreme positions. As a campaign, we must move forward with caution and deliberation.