

# DEFENDERS OF WILDLIFE ACTION FUND

## 2008 ELECTION SCORECARD

### Races Listed in Priority Order by Effort

| Race  | Conservation Candidate | The stats  | The story   | Result   |
|---|------------------------|--|---|----------|
| <b>Presidential</b><br>Obama/Biden<br>v.<br>McCain/Palin      | Obama/Biden            | <ul style="list-style-type: none"> <li>- Ran 4 TV ads in 6 battleground states</li> <li>- Knocked on over 97,000 doors in CO and NM</li> <li>- Deployed 88 campaign staff</li> <li>- Put out 5 direct mail pieces</li> <li>- Emailed 225,000 conservationists in swing states</li> </ul> | DAF stepped up at a critical time to be the first independent group to launch an expose of Palin's record. TV ads focused on her championing of aerial hunting and her opposition to protecting the polar bear. Designed to define Palin's character and counter her post-convention high favorability rating. Our wolf ad was singled out by an independent research group as being one of the most effective ads of the whole election cycle. Our field canvass brought a positive Obama message to targeted swing voters in CO and NM. | Obama    |
| <b>New Mexico Senate</b><br>Udall<br>v.<br>Pearce             | Tom Udall              | <ul style="list-style-type: none"> <li>- Ran 4 TV ads and 2 radio ads</li> <li>- Knocked on over 50,000 doors</li> <li>- Deployed 40 campaign staff</li> </ul>   | DAF targeted the race early. Rep. Udall, an enviro champion, against Reps. Pearce or Wilson, enviro enemies, made this race a top congressional priority. The strategy was to help Udall build an early, insurmountable lead, so we launched in April targeting both GOP contenders, then immediately hit Steve Pearce when he won his primary. We ran a fully integrated campaign through the summer, and shifted resources to help Heinrich (below) when a Udall victory seemed assured.  | Udall    |
| <b>Colorado – District 4</b><br>Markey<br>v.<br>Rep. Musgrave | Betsy Markey           | <ul style="list-style-type: none"> <li>- Ran 4 TV ads and 2 radio ads</li> <li>- Knocked on over 83,000 doors</li> <li>- Deployed 48 campaign staff</li> <li>- Put out 3 direct mail pieces</li> </ul>   | After two unsuccessful attempts by others to defeat staunch anti-environmentalist Rep. Marilyn Musgrave, DAF took on the task. In a non-stop blitz of advertising, canvassing, direct mail and earned media, DAF did not let up from June through Election Day. Musgrave tried to make us and our support for Markey an issue.  | Markey   |
| <b>New Mexico – District 1</b><br>Heinrich<br>v.<br>White     | Martin Heinrich        | <ul style="list-style-type: none"> <li>- Ran TV ad in closing weeks</li> <li>- Knocked on over 50,000 doors</li> <li>- Deployed 40 campaign staff</li> <li>- Put out 3 direct mail pieces</li> <li>- Over 2700 district conservationists emailed</li> </ul>                              | Following our original NM strategy, in late summer with Udall's victory expected, we shifted our resources to helping strong enviro Martin Heinrich in his bid to take over Rep. Heather Wilson's seat by beating Bush/Cheney re-elect chair Darren White. Thus Heinrich became the   | Heinrich |

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|   |                 |   | focus of a refined field program in District 1 around Albuquerque. Our field canvass and ad buy runs right up to Election Day.   |         |
| <b>Colorado Senate</b><br>Udall<br>v.<br>Schaffer         | Mark Udall      | - Knocked on over 37,000 doors<br>- Deployed 48 campaign staff<br>- 2 direct mail pieces<br>- Over 17,000 member emails | In this tough-fought race, DAF took Mark Udall's positive message on the environment door-to-door. Focusing on battleground counties in the 4 <sup>th</sup> district, DAF's field staff is working through election day on swing voters. DAF's direct mail plan reinforced our Udall message to these same voters.   | Udall   |
| <b>Alaska House</b><br>Berkowitz<br>v.<br>Rep. Young      | Ethan Berkowitz | - Ran 2 TV ads<br>- Over 2000 conservationists emailed  | While in 2006 DAF targeted and eliminated the then-chairman of the House Natural Resources Committee, Rep. Richard Pombo, this year we decided to go after the ranking minority member, Rep. Don Young. Over time, the DAF strategy is to transform the membership of that committee so that it is pro-conservation. | Young   |
| <b>Arizona – District 3</b><br>Lord<br>v.<br>Rep. Shadegg | Bob Lord        | - Ran extensive radio buy<br>- Over 2000 conservationists emailed   | DAF decided in mid October that this congressional race looked sufficiently promising to try to help challenger Bob Lord defeat anti-environmentalist incumbent Rep. John Shadegg. Our ad emphasizes Shadegg's ties to big oil.  | Shadegg |

**Other target races:**

| <b>Race</b>  | <b>Conservation Candidate</b> | <b>Result</b> |
|--|-------------------------------|---------------|
| <b>Alaska – Senate</b><br>Begich v. Sen. Stevens           | Mark Begich                   | Begich        |
| <b>Arizona - District 1</b><br>Kirkpatrick v. Hay          | Ann Kirkpatrick               | Kirkpatrick   |
| <b>California – District 50</b><br>Leibham v. Rep. Bilbray | Nick Leibham                  | Bilbray       |
| <b>Idaho – District 1</b><br>Minnick v. Rep. Sali          | Walter Minnick                | Minnick       |
| <b>Michigan – District 9</b><br>Peters v. Rep. Knollenberg | Gary Peters                   | Peters        |
| <b>New Jersey – District 5</b><br>Shulman v. Rep. Garrett  | Dennis Shulman                | Garrett       |
| <b>New Mexico – District 2</b><br>Teague v. Tinsley        | Harry Teague                  | Teague        |