

Leah Vukmir

★ U.S. SENATE ★

MEMORANDUM

TO: Interested Parties
FROM: Jess Ward, Campaign Manager, Leah for Senate
RE: WI Senate Messaging Preview
DATE: Wednesday, August 15, 2018

Last night, Wisconsin came together and nominated Leah Vukmir to be the Republican nominee for U.S. Senate against Madison liberal Tammy Baldwin.

Senator Baldwin has been sounding the [alarms in Washington for months about her campaign](#), and has already spent \$5 million on television because she knows that her record in the Senate, which includes standing with socialist Bernie Sanders in support of a \$36 trillion takeover of healthcare, supporting the Iran Nuclear Deal and fiercely opposing tax reform is out of step with Wisconsin. You need look no further than [her mediocre approval numbers](#) to see why she's been spending millions this early.

Now she's drawn her worst nightmare opponent in Leah: a pediatric nurse, military mom and leader who has been unafraid to take on the status quo in Madison.

The playbook for "Two Faced Tammy" Baldwin and her allies is simple:

- They will argue that Leah is too extreme for Wisconsin and that Leah's "not for us," but Wisconsin has seen these attacks before and they are about as effective as the Vikings are in a Super Bowl. The fact is there is nothing extreme about Leah's record as a mom with a cause, nurse and Governor Walker ally taking on public sector unions, lowering taxes, creating jobs and building a vibrant Wisconsin economy.

"Two Faced Tammy" is going to have a much harder time answering for why her voting record in Washington is so out of step with what she tells voters here in Wisconsin:

- She stood with socialist Bernie Sanders in endorsing a \$36 trillion government takeover of healthcare.
- She voted against President Trump and Speaker Ryan's Tax Cuts and Jobs Act that gives \$1,600 in tax relief to middle-class families.
- She voted for the dangerous Iran Nuclear deal and Baldwin is literally bought and paid for by groups that support Iran. During her last campaign, the Milwaukee Journal-Sentinel reported that she accepted \$60,000 from groups that opposed sanctions

against Iran. She then rewarded her donors by supporting Obama's Iran deal and now these same pro-Iran groups have given her over \$100,000 in donations.

"Two Faced Tammy" will likely start running ads attacking Leah and misleading voters about her record without delay. However, Leah has already overcome **\$10 million in outside spending maligning her record** and is no stranger to the role of underdog.

Leah has been the underdog in this race from the very beginning – when she was counted out by the chattering class because they said she didn't have what it would take to win a US Senate primary. Leah relishes the underdog role in this campaign, as you might remember [when she publicly put Tammy Baldwin on the spot](#) during the primary campaign.

In the coming weeks, watch for this dynamic to play out across the state as Leah doggedly holds "Two Faced Tammy" accountable for her far left, out of touch voting record – while Tammy hides behind standard attacks out of the Democrat playbook.