



**To:** Interested Parties  
**From:** CAP Action Fund  
**Re:** Republican Anti-Immigration Attacks Failed in KS-03  
**Date:** Monday, October 1, 2018

Yesterday, the NRCC [canceled \\$1.2 million in advertising](#) they planned to spend over the last four weeks of the election on behalf of vulnerable Republican incumbent Kevin Yoder (KS-03). Not only is this an admission that Republicans have given up on yet another incumbent, but it is particularly an indictment of how ineffective the Republican anti-immigration attacks are proving to be.

It's been clear from the start of the year that despite controlling all the levers of power in Washington, Republicans had little to run on. Congress' signature achievements include an [unpopular tax bill](#) and a disastrous effort to take health care away from millions of Americans. As a result, Republicans had to run negative ads to attempt to disqualify Democrats. Now it seems like that strategy isn't working either.

Over the past six weeks, the Congressional Leadership Fund (CLF)—a Super PAC affiliated with Speaker Paul Ryan—made a big bet on trying to disqualify the Democratic candidate in the race, Sharice Davids. Their strategy: run a series of anti-immigration ads to scare voters, particularly suburban women in Kansas City. The Super PAC spent at least \$1.8 million on negative ads including four in the past month that focused on immigration:

**ICE:** <https://www.youtube.com/watch?v=Uhdpi8HN26w>

**Gitmo:** <https://www.youtube.com/watch?v=NG-NTeEHQo0>

**I Do:** <https://www.youtube.com/watch?v=hcv1PI34bME>

**Risky:** [https://www.youtube.com/watch?v=ZP\\_vdjWgoUs](https://www.youtube.com/watch?v=ZP_vdjWgoUs)

[Utilizing message research](#) we'd recently completed, CAP Action and Third Way briefed Sharice Davids' campaign on how to respond to these attack ads. The research underscored how if Democrats state clearly the types of solutions they are *for* they can effectively rebut these attacks. Moreover, the types of attacks leveled by Rep. Yoder's allies only help to reinforce for voters how both parties have failed to fix this problem rather than actually helping Republicans gain any political advantage, given their significant failures on this issue and refusal to support bipartisan solutions. The research led to this response ad from Sharice Davids:

[They're Wrong:](#) <https://www.youtube.com/watch?v=tQ8YDSyLbLo>

Despite on-going negative ads from CLF, the two most recent public polls in this race have Davids up by six and eight points. CLF still has another \$750,000 reserved in KS-03 over the last four weeks. It remains to be seen whether they will triple down on their ineffective strategy or take their fear-mongering tactics to other races. But based on the NRCC's decision yesterday, it is increasingly clear that CLF has already wasted nearly \$2 million with these scare tactics in the KS-03 race.