FL-10 Campaign Overview

April 8, 2016

**District Summary**

**THE CANDIDATES**

***Val Demings (D)***

Valdez B. Demings was born in Jacksonville, Florida to James and Elouise Butler and is the youngest of seven children. She attended Duval County Public Schools and is a graduate of Wolfson High School.

She received her Bachelor of Science degree in Criminology from Florida State University and her Master of Arts degree in Public Administration from Webster University. Chief Demings has also completed the Southern Police Institute Command Officer’s Development Course. Chief Demings is married to Jerry L. Demings, Sheriff of Orange County and former Orlando Police Chief. They have three sons: Austin, Antoine, and Antonio. After working as a Social Worker in Foster Care, Val moved to Orlando in 1983 to attend the Police Academy. She was elected Class President and later received the Board of Trustees Award for overall excellence.

Val has worked many assignments throughout her career, including assignments in the West Patrol Division, the Criminal Investigation Division, Crime Prevention, Explorer and Cadet Unit, Public Information Office, Internal Affairs, and as Commander of the Airport Division. She has also served as the Commander of Special Operations where she managed special events, dignitary protection, traffic enforcement, traffic homicide, marine patrol, the K-9 and Vehicles for Hire units, and the Reserve and Auxiliary units. Chief Demings currently serves as the Orlando Police Department Chief of Police. In addition to her regular job assignments, Val served 12 years on the Crisis Negotiation Team, Commander of the Critical Incident Stress Debriefing Team and Executive Vice President of the International Association of Airport and Seaport Police.

***Geraldine Thompson (D)***

State Senator Geraldine Thompson is Democratic politician who currently serves as a member of the Florida State Senate, representing the 12th District, which is based in western Orange County, including Apopka, Ocoee, downtown Orlando, and Winter Garden, since 2012, previously serving in the Florida House of Representatives, representing the 39th District from 2006 to 2012. Thompson is currently a candidate for the United States House of Representatives in Florida's 10th congressional district.

***Bob Poe (D)***

Bob Poe is the former Florida Democratic Party chairman, a broadcast entrepreneur, and key Central Florida fundraiser for statewide and national Democratic campaigns. Poe also is openly gay with an African-American husband/partner.

***Fatima Fahmy (D)***

Local attorney.

**THE DISTRICT**

The redrawn Florida 10th district includes downtown and West Orlando. President Obama won this district with 59 percent of the vote. The newly drawn Florida 10 loses Republican voters in Lake County, west of Orange County.

This is a very demographically diverse district. African American voters are primarily concentrated in western Orlando and make up 25.1% of the citizen voting age population. Hispanics/Latinos residents make up 22.0%of the citizen voting age population and are distributed fairly equally across the district. The main Hispanic/Latino ethnic group in the district is Puerto Rican. The district is primarily middle and working class, 37% of residents live in households making less than $50,000 a year and another 41% live in households with income between $50,000 and $100,000 a year

Orlando Media Market

The print environment is real challenge, but one Val Demings has overcome with her popularity, or makes up for in extensive national press. The district is covered entirely by the Orlando Media Market, with the Orlando Sentinel being the most vital print paper in the district. The Sentinel political reporters/editors have made clear they have no interest in covering hits from political parties, citing time and capacity.

Former Orlando Sentinel Political reporter Scott Powers, who now writes for Florida Politics, is a secondary option for press opportunities, though he works for a Republican consultant -owned online newspaper, he is fair and wants to make this blog a viable and prominent online presence. He is also fond of Val Demings and covers her positively in most cases.

The TV side is more vibrant. The reporters are highly sophisticated and aggressive.

**OTHER BALLOT ACTIVITY POL**

The Presidential campaign will have a large field effort in this district.

**THE CAMPAIGN TEAM POL**

* Media: Al Media
* Mail: Mission Control
* Polling: Global Strategy Group
* Online/Digital:
* Self-research:

**RETREAT SCHEDULE POL**

* 5/1

**LOCAL CONTACTS POL**

* Mitch Emerson, Local Activist

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**MEDIA PLANS POL**

Based on the budget the campaign is most likely to be able to execute the media budget below. Full media plan is in the Media folder in the FL-10 folder in the District by District section.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| \*Orlando - 4 Weeks Broadcast News (1,000 TRPS) |  |  |  |  |
| \*FL CD-10 - 4 Weeks Cable |  |  |  |  |
| \*Orlando - 4 Weeks African American Radio (800 TRPS) |  |  |  |  |
| \*Digital Plan (6 weeks at $9,540 per week) |  |  |  |  |

**POLLING TIMELINE POL**

**4/15 benchmark poll**

**8/15 tracking poll**

**MAIL PLANS POL**

Full plan is in the Mail folder in the FL-10 folder in the District by District section.



**MESSAGE AND vulnerabilities**

**MESSAGE SUMMARY**

Topline:

**Chief Val Demings** will bring fresh problem-solving leadership to Washington. As the former Police Chief of Orlando and leading community voice in Florida, Val Demings has proven she can build consensus and get results. Bolstered by her success as one of the most effective police chiefs in Orlando’s history, Demings has earned the respect of many in Central Florida and Washington.

**Bob Poe is**

Overview

Demings was born in Jacksonville, Florida and watched both of her parents work low paying jobs to provide for her 6 siblings. Because of their sacrifice, Demings was able do well and become a successful leader in her community. From her time as a social worker to her historic stint as Orlando’s first woman and second African American Police Chief, she has always served her community.

Chief Val Demings will bring fresh problem-solving leadership to Washington. As the former Police Chief of Orlando and leading community voice in Florida, Val Demings has proven she can build consensus and get results. Bolstered by her success as one of the most effective police chiefs in Florida’s history, Demings earned the respect many in Central Florida and Washington.

* Demings significantly reduced crime by improving relations between community & law enforcement.
* Demings’ voice will be important to the national dialogue on police and community relations.
* According to current polls, Val Demings remains Democrats best chance to win this seat in 2016, she beating all democrats in the race by a double digit margins.

As one of the most popular Democratic candidate running this cycle, she is also a target by few in Orlando who believe Washington Democrats are crowning their preferred Democrats. Her high profile status means she is attacked for things that would normally be viewed positively if they were earned by any other candidate.

Nevertheless, a few themes have surfaced though they have not really concretized in the media.

* Anti-black lives matter/pro-police
* Too conservative among other progressive Democrats

**VULNERABILITIES (SELF) RESEARCH**

**Demings**

* **Demings censured for failing to properly store weapon in vehicle**
* **Orlando Police Department accused of excessive force and police brutality under Demings’ leadership**

**PRESS HITS (2016 CYCLE) RESEARCH**

**Poe**

* **Florida Democratic Party received IRS lien and $900,000 shortage a year after Poe’s departure as chair, though the extent of Poe’s involvement is unknown**

**Thompson**

* **Cast deciding vote in favor of anti-sharia law that had been criticized by Jewish and civil rights votes**
* **Thompson’s consulting firm received $50,000 in preferentially-awarded state contracts due to its ties to one of the state’s leading civil rights officials, who was fired for such conflicts of interest**
* **The consulting firm run by Thompson’s daughter, who had already been convicted of fraud and fired from her government position over corruption issues, received a $2 million state-funded contract while Thompson was in the legislature**

**UNLANDED HITS RESEARCH**

**OTHER TOP HITS RESEARCH**

**TRACKING FOOTAGE RESEARCH**

**STRENGTHS AND WEAKNESSES POL**

**Strengths:** Dynamic candidate with high name ID and a great profile.

**Weaknesses:** Val is not a very strong fundraiser and if Bob spends in the $3-$4 million range and Geraldine stays in the race Bob may have a shot by splitting the African American vote and putting up large margins with white voters.

**HISTORICAL CONCERNS POL**

**FUNDRAISING Candidate fundraising**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **DEMOCRAT** | **Q1 2015** | **Q2 2015** | **Q3 2015** | **Q4 2015** | **Q1 2016** |
| **Goal** |  |  |  |  |  |
| **Actual Raised** |  |  |  |  |  |
| ***Difference*** |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **REPUBLICAN** | **Q1 2015** | **Q2 2015** | **Q3 2015** | **Q4 2015** | **Q1 2016** |
| **Actual Raised** |  |  |  |  |  |
| **COH** |  |  |  |  |  |