

To: Interested Parties
From: Jay Faison, CEO and Founder
Date: July 27, 2016
RE: League of Conservation Voters (LCV) On the Attack

In recent weeks, the League of Conservation Voters (LCV) has launched its election-year crusade to attack Republican Congressional candidates across the country. Similar to past cycles, LCV is reverting to using erroneous characterizations and misleading facts in their attacks.

\$400,000 against Portman



\$750,000 against Heck

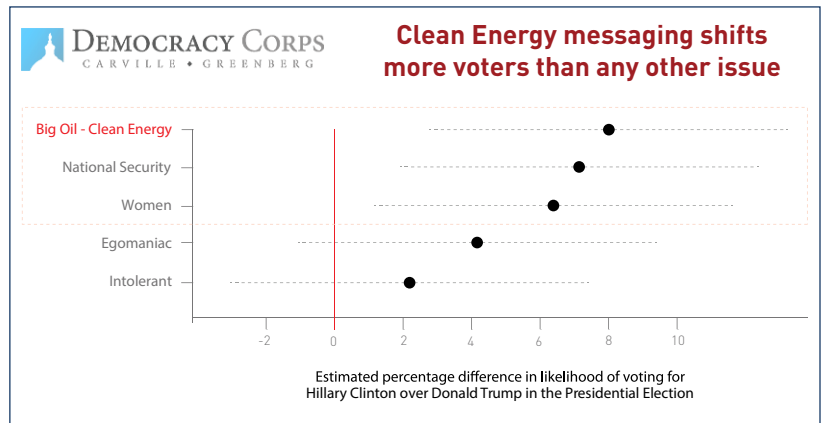


They claim Sen. Rob Portman has a “terrible record on environmental protections” and label Rep. Joe Heck “a climate change denier.” LCV has stated that this is only the beginning of their attacks, with many more races and a lot more money to come.

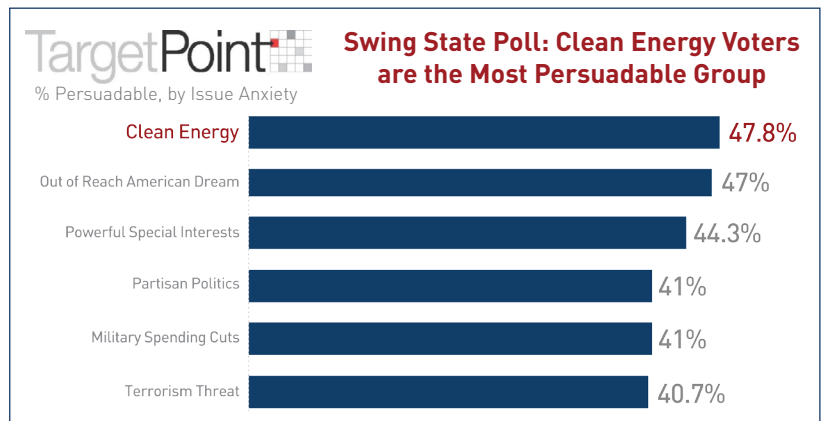
Why is LCV doing this? Because Clean Energy is the #1 Peel Away Issue.

Ignore for a second that LCV’s claims are both misleading and false. Why is LCV gearing up on this message?

They know clean energy messaging polls well with independent persuadable voters in the middle. Even liberal pollsters, including James Carville and Stan Greenberg, have found, via a regression analysis, that clean energy/big oil attacks on Trump is the #1 way to switch a vote to Hillary.



At the Senate level, our polling with TargetPoint confirmed this. While clean energy is not at the top of the priority list, an attack on a candidate’s record on clean energy is the most effective way to convince them to vote against us. Clearly, clean energy is a top peel-away issue and it must not be ignored.



Perhaps more revealing of LCV's intentions is the absence of facts in their attacks. For years now, LCV and the extreme left have hoarded the mantle of "Clean Energy," purposefully excluding anything related to Republicans.

LCV perpetuates a false narrative when labeling nuclear energy as "dirty energy" and when opposing large-scale hydropower. Nuclear energy is well-known to be a zero-emission energy source, and large-scale hydropower is a clean energy source larger than wind and solar combined. One can only assume LCV's intent is to protect Democrats – not the environment. (See our related analysis for more details on the flawed LCV scorecard methodology.) Unfortunately, distorting the truth has proven to be successful in past election cycles, and LCV's ads may still work.

A Good Offense Is The Best Defense

The course of action is clear. If Republicans are going to keep the U.S. House and Senate, our candidates and our party must go on the offense on clean energy to win over swing voters.

History shows us that smaller government and free-market solutions are far more effective in unleashing the power of American innovation. Under the Obama Administration, Democrats have pursued the complete opposite, and as a result, U.S. innovators and job creators are unable to focus on prioritizing clean energy.

We can - and must - make the case for the conservative approach to clean energy. Our redefined all-of-the-above strategy will do more to make energy both cleaner and cheaper than the unrealistic approach of LCV and other environmental groups. But this needs to be made much clearer. We need to better showcase that we care about clean energy - and have a better plan of our own.

ClearPath is working to set the record straight that the LCV agenda is bad for our security, our economy, and our environment. Our clean energy approach will be actually effective, which is what all voters want, and what swing voters particularly are looking for in a candidate. Stay tuned as we roll out more research and recommendations soon.

Republicans can disagree with the extreme left on environmental issues and still win in November. LCV's messaging on clean energy is full of enormous holes and Republicans can seize the opportunity to propel a successful strategy to promote better energy policy. Victory is ours, if we are willing to put in the work.