

SPENDING AGAINST REPEAL AND REPLACE

- Nearly All Health Care Ad Spending Is Opposed to GOP Bill, [Political Wire](#), July 13, 2017

“According to data supplied to the Cook Political Report from Kantar Media CMAG, a nonpartisan tracker of political TV advertising, there have been 26,713 ads run between May 23 and July 10 that mention the health care bill. Just over 25,000—or 94 percent—of those ads have been critical of the GOP plan. Note that these figures don’t represent digital or radio ad buys.”

- GOP's healthcare problems multiply, [The Hill](#), July 17, 2017

“Outside groups opposing the Senate GOP’s healthcare bill have vastly outspent groups supporting it, according to Advertising Analytics, a group that tracks television advertising.”

“The firm estimates about \$3.5 million has been spent influencing senators to vote against the bill.”

- GOP Health Care Bill Foes Have Spent \$15 Million (and Counting) on TV Ads, [NBC News](#), July 27, 2017

TV Ad Spending in Opposition to GOP Health Care Bills (as of July 27, 2017):

AARP	\$7.5 million
Save My Care	\$2.9 million
Planned Parenthood	\$1.7 million
Coalition to Protect America’s Health Care	\$1.6 million
Community Catalyst Action Fund	\$947,298
Association for Community Affiliate Plans	\$266,469

Community Catalyst Action Fund: spent almost \$200,000 on radio ads in GC fight and spent [\\$1.5 million on a TV ad campaign during the summer](#). ([Washington Post](#), September 22, 2017)

LIST – GROUPS OPPOSED TO GC

([New York Times](#), September 25, 2017). Note: I added Save My Care, DSCC, American Bridge 21st Century, SoCal Health Care Coalition, Community Catalyst Action Fund to this list.

- **Asthma and Allergy Foundation of America**
- **AARP**
- **Adult Congenital Heart Association**
- **ALS Association**

- **Alzheimer's Association**
- **Alzheimer's Impact Movement**
- **Academy of Nutrition and Dietetics**
- **AFSCME/Health Care for America Now** (Fighter Ad, [Washington Post](#), July 23, 2017)
- **America's Essential Hospitals**
- **America's Health Insurance Plans**
- **American Academy of Family Physicians**
- **American Academy of Pediatrics**
- **American Bridge 21st Century** (Senators Flake & McCain: Reject the WORST Trumpcare Bill Yet, [Bridge Project YouTube](#) page, September 20, 2017)
- **American Cancer Society Cancer Action Network**
- **American College of Cardiology**
- **American College of Emergency Physicians**
- **American College of Physicians**
- **American College of Preventive Medicine**
- **American College of Rheumatology**
- **American Congress of Obstetricians and Gynecologists**
- **American College of Surgeons**
- **American Diabetes Association**
- **American Foundation for the Blind**
- **American Health Care Association**
- **American Heart Association**
- **American Hospital Association**
- **American Liver Foundation**
- **American Lung Association**
- **American Medical Association**
- **American Nurses Association**
- **American Occupational Therapy Association**
- **Academy on Violence and Abuse**
- **American Osteopathic Association**
- **American Psychiatric Association**
- **American Psychological Association**
- **American Public Health Association**
- **American Society for Addiction Medicine**
- **American Society for Radiation Oncology**
- **American Society of Clinical Oncology**
- **American Speech-Language-Hearing Association**
- **Amputee Coalition**
- **Arthritis Foundation**
- **Association for Community Affiliated Plans**
- **Association of American Medical Colleges**
- **Association of Oncology Social Work**
- **Association of Public Health Associations**
- **Association of University Centers on Disabilities**

- **Autism Society**
- **Autism Speaks**
- **Autistic Self Advocacy Network**
- **Big Cities Health Coalition**
- **Blue Cross Blue Shield Association**
- **Cancer Support Community**
- **CancerCare**
- **Catholic Health Association**
- **Center for Medicare Advocacy**
- **Children’s Hospital Association**
- **Coalition to Stop Opioid Overdose**
- **Community Catalyst Action Fund** (New Radio Ads Pressure 5 Key GOP Senators To Oppose O’Care Repeal Bill, [Talking Points Memo](#), September 22, 2017; [Washington Post](#), September 22, 2017)
- **Consortium for Citizens with Disabilities**
- **COPD Foundation**
- **Crohn’s & Colitis Foundation**
- **Cystic Fibrosis Foundation**
- **Deadliest Cancers Coalition**
- **Democratic National Committee** (Republicans want to end Medicare, [Washington Post](#), September 8, 2017)
- **Democratic Senatorial Campaign Committee** (Democrats are using Jimmy Kimmel to target Republican lawmakers in 12 states, [Business Insider](#), September 21, 2017)
- **Disability Rights Legal Center**
- **Epilepsy Foundation**
- **Families USA**
- **Family Voices**
- **Federation of American Hospitals**
- **Fight Colorectal Cancer**
- **HIV Medicine Association**
- **Hypertrophic Cardiomyopathy Association**
- **Infectious Diseases Society of America**
- **International Myeloma Foundation**
- **JDRF**
- **Kaiser Permanente**
- **Living Beyond Breast Cancer**
- **Lung Cancer Alliance**
- **Lutheran Services in America**
- **Lymphoma Research Foundation**
- **March of Dimes**
- **Medicare Rights Center**
- **National Association of County and City Health Officials**
- **National Association of Medicaid Directors**
- **National Association of Pediatric Nurse Practitioners**

- **National Association of School Nurses**
- **National Association of Social Workers**
- **National Brain Tumor Society**
- **National Center for Assisted Living**
- **National Coalition for Cancer Survivorship**
- **National Comprehensive Cancer Network**
- **National Council for Behavioral Health**
- **National Foundation for Transplants**
- **National Down Syndrome Congress**
- **National Health Council**
- **National Institute for Reproductive Health**
- **National Kidney Foundation**
- **National Multiple Sclerosis Society**
- **National Organization for Rare Diseases**
- **National Patient Advocate Foundation**
- **Ovarian Cancer National Alliance**
- **Pediatric Infectious Diseases Society**
- **Planned Parenthood**
- **Prevent Cancer Foundation**
- **Prevention Institute**
- **Public Health Institute**
- **Pulmonary Hypertension Association**
- **Robert Wood Johnson Foundation**
- **Sara Collins, The Commonwealth Fund**
- **Sarcoma Foundation of America**
- **Save My Care** (New ad targets Heller on support of ObamaCare repeal bill, [The Hill](#), September 18, 2017; Ads in Arizona, DC urge McCain to 'keep your word' and sink Graham-Cassidy bill, [CNN](#), September 20, 2017; Vote no': Left takes to TV and sky to reach Murkowski, [Alaska Public Media](#), September 20, 2017)
- **SoCal Health Care Coalition** (Ads target California's GOP House members on new healthcare bill but it's not clear who's paying for them, [Los Angeles Times](#), September 21, 2017)
- **Susan G. Komen**
- **The Arc**
- **The Children's Cause for Cancer Advocacy**
- **The Leukemia & Lymphoma Society**
- **Trust for America's Health**
- **Volunteers of America**
- **WomenHeart**

PRESS RELEASES/ARTICLES RE: AUG./SEPT. SPENDING

DSCC Launches New Digital Ads Highlighting How GOP's Toxic Health Care Plan Fails The Jimmy Kimmel Test, dsc.org, September 21, 2017

Bridge Project Launches New Ad Against Cassidy-Graham-Heller-Johnson Bill In Key States, bridgeproject.com, September 20, 2017

3 Republican senators targeted in Graham-Cassidy ad, [Axios](http://Axios.com), September 19, 2017

New ad targets Heller on support of ObamaCare repeal bill, [The Hill](http://TheHill.com), September 18, 2017

Ads in Arizona, DC urge McCain to 'keep your word' and sink Graham-Cassidy bill, [CNN](http://CNN.com)

Left takes to TV and sky to reach Murkowski, [Alaska Public Media](http://AlaskaPublicMedia.com), September 20, 2017

Democrats are using Jimmy Kimmel to target Republican lawmakers in 12 states, [Business Insider](http://BusinessInsider.com), September 21, 2017

Ads target California's GOP House members on new healthcare bill but it's not clear who's paying for them, [Los Angeles Times](http://LosAngelesTimes.com), September 21, 2017

New Radio Ads Pressure 5 Key GOP Senators To Oppose O'Care Repeal Bill, [Talking Points Memo](http://TalkingPointsMemo.com), September 22, 2017; [Washington Post](http://WashingtonPost.com), September 22, 2017

'Insanity': New ad pressures Murkowski, four other senators to oppose health bill, [Washington Post](http://WashingtonPost.com), September 22, 2017

Top doctor, hospital, and insurance groups release joint statement urging the Senate to reject Graham-Cassidy bill, [Business Insider](http://BusinessInsider.com), September 23, 2017

Scope of anti-GC campaign spending

DSCC: Ads targeted voters in Arizona, Florida, Indiana, Montana, Nevada, North Dakota, Ohio, Pennsylvania, Tennessee, Texas, West Virginia and Wisconsin (12 states) who utilized Google search terms like "Jimmy Kimmel," "The Jimmy Kimmel Test," "health care," and "repeal."(Source: dsc.org)

List of ad targets included (22):

Arizona: Senator Jeff Flake

Florida: Governor Rick Scott

Indiana: Congressmen Todd Rokita and Luke Messer

Montana: Insurance Commissioner Matt Rosendale, Russell Fagg and Troy Downing

Nevada: Senator Dean Heller

North Dakota: Congressman Kevin Cramer and Tom Campbell
Ohio: State Treasurer Josh Mandel and Mike Gibbons
Pennsylvania: Congressman Lou Barletta, Jeff Bartos and Rick Saccone
Tennessee: Senator Bob Corker
Texas: Senator Ted Cruz
Wisconsin: Leah Vukmir, Kevin Nicholson, Eric Hovde
West Virginia: Congressman Evan Jenkins and Attorney General Patrick Morrisey

\$ spent

Six-figure ad buy. Exact amount unknown.

Democratic National Committee: 6-figure TV ad campaign: Republicans want to end Medicare was launched on Sept. 8th (Source: [Washington Post](#)) The spot ran in Nevada, Arizona, Maine, Alaska, Texas and Tennessee (Source: [Washington Times](#)).

\$ spent

Six-figure ad buy

Bridge Project: Digital ad blitz targeted 6 Republican Senators and urged these Senators to vote against the bill. (Source: [bridgeproject.com](#))

List of ad targets included (6):

Sen. Dean Heller
Sen. Rob Portman
Sen. Lisa Murkowski
Sen. Jeff Flake
Sen. John McCain
Sen. Shelley Moore Capito

\$ spent

Unknown.

Save My Care: Ran a six-figure TV ad urging 3 senators to vote against the Graham-Cassidy health care repeal plan. A day later the group then expanded its campaign with a six-figure television and digital advertising buy aimed at McCain. The group also put out digital ads against Sen. Heller targeting independent voters in Nevada on Twitter, Facebook, and other platforms.

List of ad targets included (5):

Sen. Murkowski (TV)
Sen. Collins (TV)
Sen. Capito (TV)
Sen. McCain (TV and DIGITAL)
Sen. Dean Heller (DIGITAL)

\$ spent

Exact amount spent on the campaign against Sens. Murkowski, Collins and Capito is not clear, but it was 6-figure ad campaign ([Axios](#)). The TV and digital advertising campaign against McCain was also a 6-figure campaign, according to [CNN](#) (again, exact amount not clear). Save My Care would not disclose the size of the ad buy against Heller, but said it would target independent voters in Nevada on Twitter, Facebook, and other platforms ([Washington Post](#))

SoCal Health Care Coalition: Targeted 5 of California's House Republicans (who are being targeted by Democrats in 2018) with digital ads accusing the bill of gutting Medicaid and get rid of affordable coverage for patients with preexisting conditions. (Source: [Los Angeles Times](#))

List of ad targets included (5):

Rep. Darrell Issa (Vista)
Rep. Steve Knight (Palmdale)
Rep. Dana Rohrabacher (Costa Mesa)
Rep. Ed Royce (Fullerton)
Rep. Mimi Walters (Irvine)

\$ spent:

The video ads were part of a five-figure campaign that will reach "hundreds of thousands" of constituents in their districts, [according to spokesman Yusef Robb](#).

Community Catalyst Action Fund: Launched a \$200,000 radio ad campaign pressuring five key Republican senators to vote against the bill. The ads ran on radio stations in the Senators' home states as well as in Washington, D.C.

List of ad targets included (5):

Sen. Lisa Murkowski
Sen. John McCain
Sen. Rob Portman
Sen. Shelley Moore Capito
Sen. Susan Collins

\$ spent:

\$200,000 ([Talking Points Memo/Washington Post](#))

**FYI this group also spent \$1.5 million on a [TV ad campaign during the summer](#) opposing the GOP repeal push.*

Indivisible, Protect Our Care, MoveOn.org and the Center for American Progress also pushed their members and followers to bombard senators' phone lines with calls in opposition to the bill and show up to their district offices and, as of 9.18.17, were developing a plan to hit lawmakers

who support the bill and those who remain on the fence with digital and TV ads. ([Talking Points Memo](#), September 18, 2017)