



Because It Is

David Axelrod Struggles To Explain Why Americans Say The Obama Campaign Is Negative



[Click To Watch](#)

MSNBC's Joe Scarborough Calls Out David Axelrod For Running A More Negative Campaign.

SCARBOROUGH: "One of the numbers that really jumped out at all of us around the table was the question on who was the more negative, who's running the more negative campaign, and almost by a two-to-one margin, the respondents said the Obama campaign was running the more negative campaign than the Romney campaign." AXELROD: "Partly, Joe, that's because the Romney campaign and their -- and their friends in the super PAC world have just spent tens and tens of millions of dollars specifically on spots accusing Obama of running a negative campaign. So I'm not surprised to see those numbers jump a little." SCARBOROUGH: "So it's not your negative ads, it's their negative ads accusing you of being negative that has caused --" AXELROD: "I think that had an impact on the numbers." (MSNBC's ["Morning Joe."](#) 7/25/12)

OBAMA HAS BEEN LOBBING ATTACKS AND FEIGNING IGNORANCE

On The Campaign Trail, Obama Is Implying That "Republicans Are Responsible For The Tenor And Volume" Of Negative Ads. "It's nothing like the first campaign, the former Illinois state legislator and

Paid for by the Republican National Committee.
310 First Street SE - Washington, D.C. 20003 - (202) 863-8500 - www.gop.com
Not authorized by any candidate or candidate's committee.

U.S. senator said — when he and his wife circulated fliers printed at Kinko's. It sure isn't. Yet the way the president told it today, it sounded as if the Republicans are responsible for the tenor and volume of it."

(Mark Silva, "\$10 M Checks, Obama Complains – Yet Look Who's Gone Negative," [Bloomberg](#), 7/6/12)

New York Magazine's Frank Rich: Obama's "Political Hit Men" Indicated That Their Attack Ads Were "Inevitable" As Far Back As August 2011. "And yet from the blowback that erupted once his Bain ad hit the fan—from his own camp, from the pious arbiters of Beltway manners, and, of course, from his adversaries—you'd think Romney was an innocent civilian under assault by a drone. What was everyone so shocked about? As far back as August 2011, Obama's political hit men were signaling the inevitable to Politico: The president, 'resigned to running for reelection in a glum nation,' had little choice 'but to run a slashing, personal campaign aimed at disqualifying his likeliest opponent.'" (Frank Rich, "Frank Rich: Nuke 'Em," [New York Magazine](#), 6/17/12)

76 Percent Of The 68,443 Obama Ads That Ran In June Were Negative. "Off the 68,443 ads that Obama has run on TV (local broadcast, national network & national cable) in the 30-day period ended July 2, 52,016 had an 'anti-Romney message' — 76 percent of the total, according to New York-based Kantar Media's CMAG, which monitors campaign advertising." (Mark Silva, "\$10 M Checks, Obama Complains – Yet Look Who's Gone Negative," [Bloomberg](#), 7/6/12)

- **ABC News' Jonathan Karl Fact Checks Obama On Negative Ads: "Over The Past Month, Obama's Own Campaign Has Run Its Ads More Than 68,000 Times, Nearly 80% Of Them Attacking Mitt Romney."** "KARL: 'Turn on the T.V. in one of these states, and you'd think the election was next week. A bombardment of political ads, the vast majority brutally negative.' OBAMA: 'Most of the ads are negative and at a certain point, people get discouraged and start feeling like nobody in Washington is listening.' KARL: "That's right. Over the past month, Obama's own campaign has run its ads more than 68,000 times, nearly 80% of them attacking Mitt Romney. Negative and loose with the facts. Take this Obama ad. OBAMA AD: 'Romney's never stood up to China. All he's ever done is send them our jobs.' KARL: 'But that's not true. Romney's former company Bain Capital may have invested in companies with operations in China, but there is no evidence that they shipped any U.S. jobs there under Romney's leadership.'" (ABC's "ABC World News," 7/9/12)

"Obama's Negative Ads Have Overtaken His Positive Ads." (Mark Silva, "\$10 M Checks, Obama Complains – Yet Look Who's Gone Negative," [Bloomberg](#), 7/6/12)

OBAMA HAS BEEN CHURNING OUT ATTACK ADS AGAINST ROMNEY SINCE APRIL

Obama "Pummel[ed] Mitt Romney With A Volley Of Attack Ads Once Romney Sewed Up The Republican Nomination." "Barack Obama has made his mistakes as a politician and as a president, but here is one thing he indisputably did right: pummel Mitt Romney with a volley of attack ads once Romney sewed up the Republican nomination." (Frank Rich, "Frank Rich: Nuke 'Em," [New York Magazine](#), 6/17/12)

- **"Since April 10, When Republican Rick Santorum's Exit Essentially Made Romney His Party's Presumptive Nominee, Obama Has Run 112,202 Ads, Of Which 58,151 Were Anti-Romney And 54,051 Positive."** (Mark Silva, "\$10 M Checks, Obama Complains – Yet Look Who's Gone Negative," [Bloomberg](#), 7/6/12)
- **And "Obama's Ads Ran Three Times As Frequently As Romney's."** "Obama's ads ran three times as frequently as Romney's (23,815) — though the effective gap was narrowed by super-PAC spending: with the work of Romney-allied committees, Restore Our Future (7,939 ads) and Americans for Prosperity (5,968 ads). And there is evidence that those attack ads from camp

Obama have taken a toll on Romney's favorability ratings in key states. No one's running a campaign out of Kinko's anymore." (Mark Silva, "\$10 M Checks, Obama Complains – Yet Look Who's Gone Negative," [Bloomberg](#), 7/6/12)