



Braley's Bumbled Campaign

Bruce Braley's Campaign Stumbles Have Exposed How Out-Of-Touch He Is With Iowans

IN IOWA'S SENATE RACE, BRUCE BRALEY IS HIS OWN WORST ENEMY

"Democrats Never Expected That The 2014 Candidate Most Likely To Put His Foot In His Mouth Would Be Their Own Bruce Braley." "Democrats never expected that the 2014 candidate most likely to put his foot in his mouth would be their own Bruce Braley. The national Democrats who had long touted the four-term House member as a top Senate recruit in Iowa are the same ones who privately worry that Braley's missteps are putting his chances at holding longtime Democratic Sen. Tom Harkin's seat in jeopardy." (Emily Schultheis, "Braley's Missteps Have Democrats Worried In Iowa," [National Journal](#), 7/28/14)

- **Democrats Had Expected "An Easy Race For Braley."** "Braley entered the race in early 2013 after the veteran Harkin announced his retirement, quickly clearing the Democratic field and posting big fundraising quarters while the big and largely unknown Republican field battled against itself. That led to expectations that this would be an easy race for Braley, which one Democratic operative with Iowa experience said were 'unreasonable' for such a perennially competitive state." (Emily Schultheis, "Braley's Missteps Have Democrats Worried In Iowa," [National Journal](#), 7/28/14)

"The Main Source Of Concern About Braley's Performance Has Tended To Be The Candidate Himself." (Maggie Haberman, "Struggling Bruce Braley Shakes Up Campaign," [Politico](#), 7/26/14)

- **A Democratic Operative Stated That Braley Has A Pendant For "Shooting Himself In The Foot."** "Democrats were favored to win the Iowa race early on, but Braley's pendant for 'shooting himself in the foot,' as one national Democratic operative put it to MSNBC, has stoked worries that the party might face an upset." (Benjy Sarlin, "Iowa Senate Race Heats Up After Democratic Stumbles," [MSNBC](#), 8/14/14)

BRALEY'S ACTIONS AND COMMENTS SHOW HE'S LOST TOUCH WITH IOWA

While Attending A Private Fundraiser, Rep. Bruce Braley (D-IA) Mocked Sen. Chuck Grassley (R-IA) Saying He Is "A Farmer From Iowa Who Never Went To Law School." "Video shot at a private fundraiser for Bruce Braley caught the Iowa Democrat warning that 'a farmer from Iowa who never went to law school' might become the next judiciary committee chairman. (Jennifer Jacobs, "Video Captures Braley Criticizing Grassley As 'A Farmer From Iowa'," [Des Moines Register](#), 3/25/14)

Braley Made The Comments While Addressing A Room Full Of Trial Lawyers At A Fundraiser In Texas. "Braley says in the video, apparently to a room of trial lawyers in at a fundraiser in Texas: "To put

this in stark contrast, if you help me win this race, you may have someone with your background, your experience, your voice, someone's who's been literally fighting tort reform for 30 years in a visible and public way on the Senate Judiciary Committee or you might have a farmer from Iowa who never went to law school, never practiced law, serving as the next chair of the Senate Judiciary Committee. Because if Democrats lose the majority, Chuck Grassley will be the next chair of the Senate Judiciary Committee." (Jennifer Jacobs, "Video Captures Braley Criticizing Grassley As 'A Farmer From Iowa'," [Des Moines Register](#), 3/25/14)

Braley's Comments Will Ruffle A Lot Of Feathers In Iowa As "Virtually Everyone In The State Has Family Or Professional Ties To Farmers And The Rural Economy." "Still, virtually everyone in the state has family or professional ties to farmers and the rural economy. That's what makes so potentially damaging the statement made by Democratic U.S. Senate candidate Bruce Braley captured on video during a private fundraiser he attended in Texas." (John McCormick, "Braley v Grassley: Iowa Trial Lawyer's 'Farmer' Slap Starts Brushfire," [Bloomberg](#), 3/25/14)

- **Braley's Remarks Played Directly Into The Narrative That "He's A Wealthy Trial Lawyer Who's Out Of Touch With The Average Iowan And Farmers."** "Braley's remark plays directly into the narrative Republicans have long pushed about him: that he's a wealthy trial lawyer who's out of touch with the average Iowan and farmers. The footage will be fodder for campaign ads this fall, when the GOP hopes to make a race where Braley has had the edge into a tougher battle." (Cameron Joseph, "Braley's 'Farmer From Iowa' Remarks Could Spell Election Trouble For Party," [The Hill](#), 5/26/14)

This Isn't The First Time Braley Has Made Out-Of-Touch Comments

During The October Government Shutdown, Braley Complained That There Was No Towel Service In The House Gym. LYNN SWEET: "Let me ask you this, there's now a bill out there by Congressman Patrick Murphy of Florida and Bill Foster of Illinois to remove the essential status for the employees of the House gym so that you just don't have the personnel there. What do you think of that?" BRALEY: "They must not have been down to the gym lately. There's hardly anybody working down there. There's no towel service. So we're doing our own laundry down there." ([Bill Press Show](#), 10/9/13)

- **Braley's "Whiny" Comments "Sparked National News Coverage."** "A remark that Democrat Bruce Braley made about the towel service at his gym has sparked national news coverage, and outrage among Republicans and some other politics watchers who interpreted his words as whiny." (Jennifer Jacobs, "Democrat Bruce Braley's 'Towel Service' Comment Creates Hubbub," [The Des Moines Register](#), 10/10/13)

Braley Even Filed A Formal Complaint Against His Neighbor Over Their Chickens Wandering Onto His Property

Braley Filed A Formal Complaint With The Homeowners' Associations Of The Vacation Home In Order To Keep Their Neighbors' Chickens Off Their Property. "The battle for control of the U.S. Senate could come down to a dispute between two neighbors in this heartland hamlet over four plump, wander-prone hens. This spring, Pauline Hampton's chickens roamed onto Bruce and Carolyn Braley's vacation property on tranquil Holiday Lake. Hampton said she did not know this until she walked over one day to offer Carolyn a dozen fresh eggs. To which she said her neighbor replied, 'We aren't going to accept your eggs — and we have filed a formal complaint against you.' Carolyn took her complaint to their neighborhood homeowners' association board meeting in May. Her husband, Bruce, then called the association's lawyer, Thomas Lacina, to say that he believed 'chickens are not pets and should not be permitted at Holiday Lake,' and that he wanted to 'avoid a litigious situation,' according to an e-mail Lacina wrote." (Phillip Rucker, "In Iowa, A Dispute Over Neighbor's Chickens Threatens Braley's Senate Bid," [The Washington Post](#), 8/7/14)

Braley's Attorney Contacted The Homeowners Association And Even Raised The Prospect Of A "Litigious Situation." "An attorney for Bruce Braley wrote an email to the board in May, which a Republican media outlet obtained and printed, saying the congressman wants to avoid a 'litigious situation,' but that the chickens 'should not be permitted.' CNN reached out to Braley's attorney to confirm the authenticity of the email, but he declined to speak on the matter." (Adam P. Levy, "Iowa Chickens Vs. Senate Candidate's Yard," [CNN](#), 9/17/14)

Pauline Hampton, Braley's Neighbor: The Braley's "Are Not Neighborly" And "In Iowa, We Are Very Well Known For Being Friendly, And If One Has A Problem With Another, We Always Talk To Them Face-To-Face." "Even if Braley didn't threaten a suit, some around Holiday Lake bristled at his tactics. 'They are not neighborly,' said Hampton, a mental health therapist who uses the hens as therapy animals. 'In Iowa, we are very well known for being friendly, and if one has a problem with another, we always talk to them face-to-face. This kind of floored me.'" (Phillip Rucker, "In Iowa, A Dispute Over Neighbor's Chickens Threatens Braley's Senate Bid," [The Washington Post](#), 8/7/14)

William Nagel, Another Neighbor Of Braley's: "Neighbors Are Neighbors, And If You've Got A Problem With Your Neighbor, You Talk It Out." "Another neighbor, William Nagel, who sits on the homeowners association board, said, 'Buddy, we're here in Iowa. We talk like men here and we act like men. Usually, a man's word is like gold. A handshake is a contract. Neighbors are neighbors, and if you've got a problem with your neighbor, you talk it out.'" (Phillip Rucker, "In Iowa, A Dispute Over Neighbor's Chickens Threatens Braley's Senate Bid," [The Washington Post](#), 8/7/14)

BRALEY'S RECORD OF SUPPORT FOR OBAMACARE IS ALSO OUT-OF-TOUCH WITH IOWA

Braley Proudly Voted For ObamaCare, Saying The Law Was "Good For Iowa." "After reading the bill, listening to my constituents and debating the bill's provisions in Congress, I'm convinced this legislation is good for Iowa." (Press Release, "Braley Statement On House Passage Of Health Care Reform," [Congressman Bruce Braley](#), 3/25/10)

- **Braley: "This Legislation Will Provide Much-Needed Relief For Thousands Of Businesses In Iowa's First District."** (Press Release, "Braley Statement On House Passage Of Health Care Reform," [Congressman Bruce Braley](#), 3/25/10)

Braley Promised Lower Insurance Prices After ObamaCare - But Iowans Are Experiencing The Opposite

Braley Claimed That Insurance Prices Are "Dramatically Lower" And That Iowans Would Save Money Because Of ObamaCare. BRALEY: "It took a long time for our Governor to embrace the expansion of Medicaid, and there's a waiver request pending before the Secretary that's kind of a hybrid, but it was passed by the Iowa legislature, which includes the Democrats in charge of the Senate. And what happened is, when the marketplace opened up the pricing on these products is dramatically lower than pricing available to consumers before the Affordable Care Act went into place." (Bruce Braley, [Bill Press Show Interview](#), 10/9/13)

253,000 Wellmark Customers In Iowa And South Dakota Possibly Face Higher Premiums In 2015. "Of the 253,000 people affected, 92 percent would see a rate increase of less than 5.9 percent, according to numbers provided by Wellmark. ... For the remaining 7.5 percent - those who have post-ACA plans for individuals under 65 - Wellmark is asking for a rate increase between 11 percent and 14.5 percent." (Matthew Patane, "Wellmark Seeks Insurance Rate Hikes, Won't Join Exchange," [Des Moines Register](#), 6/20/14)

Thousands Of Iowans Who Bought Their Insurance From CoOpportunity Health Or Coventry Health

Care Could See Their Health Insurance “Rise Substantially” Next Year. “Several thousand Iowans are receiving notices this week that their health insurance premiums could rise substantially next year. The letters went out to people who bought individual health insurance policies from CoOpportunity Health or Coventry Health Care. The companies are the two main Iowa carriers selling insurance on the government's new online marketplace, which is a key part of the Affordable Care Act.” (Tom Leys, “CoOpportunity, Coventry Seek Health-Insurance Increases,” [Des Moines Register](#), 6/13/14)

- **“CoOpportunity Health Sent Letters To 9,100 Iowa Customers Saying It Has Proposed Raising Base Rates 14.3 Percent Next Year.”** (Tom Leys, “CoOpportunity, Coventry Seek Health-Insurance Increases,” [Des Moines Register](#), 6/13/14)
- **“Coventry Told Customers It Plans To Raise Their Rates By Varying Amounts, Averaging 8.7 Percent.”** (Tom Leys, “CoOpportunity, Coventry Seek Health-Insurance Increases,” [Des Moines Register](#), 6/13/14)

CoOpportunity Customer: “It Feels Like The Ultimate Bait And Switch When An Increase Comes So Early In... Enrollment And Implementation Of The (Affordable Care Act.)” “It feels like the ultimate bait and switch when an increase comes so early in ... enrollment and implementation of the (Affordable Care Act),” one CoOpportunity customer wrote.” (Tom Leys, “CoOpportunity, Coventry Seek Health-Insurance Increases,” [Des Moines Register](#), 6/13/14)

BRALEY DOESN'T PRACTICE WHAT HE PREACHES WHEN IT COMES TO VETERANS

Braley: “I Fight For Veterans Every Day On The Veterans’ Affairs Committee ...” (Bruce Braley, [Remarks At The 2012 Iowa Democratic Party State Convention](#), Des Moines, IA, 6/16/12)

Braley Missed Over 75% Of The House Veterans’ Affairs Committee Hearings

According To A Fact Check In *The Gazette*, Braley “Missed 78 Percent” Of Full Veterans Affairs’ Committee Hearings. “The U.S. Government Printing Office keeps minutes of all Congressional committee hearings, so it was pretty easy to check whether Braley was in attendance at the hearings, which are held mostly in Washington, D.C. We found Braley attended four of 19 hearings of the full Veterans' Affairs Committee, which has about 25 members. This means he missed 78 percent of those full committee meetings in 2011 and 2012.” (“Fact Checker: Iowa GOP Claims Braley Missed Most Of Veterans' Affairs Hearings,” [The Gazette](#), 7/19/14)

Braley’s Even Attended A Fundraiser On The Same Day As A Hearing On The VA Backlog

In 2012, Braley Was Able To Attend Three Fundraisers On The Same Day He Skipped A Veterans’ Affairs Committee Hearing On The VA Backlog . “At 10:19 a.m. on Sept. 20, 2012, the committee held a hearing on a backlog of disability claims and reports of problems with mental health care and stewardship of VA funding, congressional records show. The roll call shows Braley didn't attend. ... On the same day, Braley had three fundraisers on his schedule for his re-election to the U.S. House, records from the nonpartisan Sunlight Foundation show. He attended all three, campaign aides confirmed to The Des Moines Register.” (Jennifer Jacobs, “Braley Under Fire For Missing VA Oversight Meetings,” [Des Moines Register](#), 7/23/14)

BRALEY IS BEING BACKED BY MILLIONS FROM GROUPS OUTSIDE OF IOWA

Tom Steyer’s NextGen PAC Is Backing Braley And Plans To Spend Millions Attacking Joni Ernst. “In Iowa, NextGen will back Representative Bruce Braley, a Democratic candidate for the Senate who voted for a House climate change bill in 2009. The group will attack Mr. Braley’s potential Republican opponents, State Senator Joni Earnst or Mark Jacobs, a former electric energy company executive, by criticizing claims they have made questioning climate science.” (Coral Davenport, “Pushing Climate Change As An Issue This

Year, But With An Eye On 2016," [The New York Times](#), 5/22/14)

- **Steyer Has Already Spent \$3 Million In Iowa In Support Of Braley.** "Braley has benefitted, too, from out-of-state billionaire Tom Steyer's NextGen Climate PAC, which has spent \$3 million in Iowa, according to Federal Election Commission data. The Democratic Senate Majority PAC has spent more than \$500,000 for Braley and about \$1.5 million against Ernst, FEC records show." (James Q. Lynch, "GOP Calls Democrats' 'Koch Problem' Attack On Ernst 'Just Bomb Throwing'," [The Gazette](#), 8/27/14)

Harry Reid's Senate Majority PAC Has Also Spent Millions Of Dollars In Support Of Braley

The Senate Majority PAC Has Spent \$549,164 In Independent Expenditures, Communication Costs And Coordinated Expenses On Behalf Of Braley And \$2,050,416 Against Ernst. ([Center For Responsive Politics](#), Accessed 9/15/14)

BRALEY'S STUMBLES ARE TAKING A TOLL - HE'S TRAILING ERNST IN THE LATEST IOWA POLL

Despite Democrats Hopes That It Would Be An "Easy Race," Ernst Is Now Leading Braley By Six Points According To A New Quinnipiac Poll. "Neutralizing the traditional Democratic lead among women voters, Republican State Sen. Joni Ernst leads U.S. Rep. Bruce Braley, the Democrat, 50 - 44 percent among likely voters in the race to replace U.S. Sen. Tom Harkin in Iowa, according to a Quinnipiac University poll released today." (Press Release, "Republican Up 6 Points In Iowa Senate Race, Quinnipiac University Poll Finds; Big Gender Gap As Men Back Ernst By 17 Points," [Quinnipiac University](#), 9/17/14)

- **Braley Is Underwater With Likely Voters, With 41 Percent Of Iowans Holding An Unfavorable View Of Him And 38 Percent Holding A Favorable View.** ([Quinnipiac University Poll](#), 1,167 LV, MoE, 2.9%, 9/10-15/2014)

When It Comes To Independents, A Key Voter Demographic, Ernst Holds A Significant Lead Over Braley By A Margin Of 50 To 43 Percent. ([Quinnipiac University Poll](#), 1,167 LV, MoE, 2.9%, 9/10-15/2014)

28 Percent Of Iowans Think Of Their Senate Vote As A Vote Against Obama, While Only 12 Percent Think Of Their Vote As In Favor Of Obama. ([Quinnipiac University Poll](#), 1,167 LV, MoE, 2.9%, 9/10-15/2014)

- **Quinnipiac University Polling Assistant Director Peter Brown: "There Is Also A Message To President Barack Obama In These Numbers. Almost Three In 10 Voters Say Theirs Is Mainly A Vote Against The President, A Troubling Number For Democrats. Only 12 Percent Say They Are Voting To Back The President."** (Press Release, "Republican Up 6 Points In Iowa Senate Race, Quinnipiac University Poll Finds; Big Gender Gap As Men Back Ernst By 17 Points," [Quinnipiac University](#), 9/17/14)