



# Senate race Tea Party deja vu

Mourdock, Donnelly in a deadheat; Romney, Pence post comfortable leads in Howey/DePauw Poll

By **BRIAN A. HOWEY**

NASHVILLE, Ind. – With Colorado, Delaware and Nevada nagging reminders of how a Tea Party candidate can botch a Senate race - and a potential majority - Indiana Republicans remain in danger of losing a Senate seat, as nominee Richard Mourdock trails Democrat Joe Donnelly 40 to 38% in the latest Howey/DePauw Indiana Battleground Poll. Libertarian nominee Andrew Horning is pulling 7%, perhaps bleeding away crucial support for the candidate who upset U.S. Sen. Dick Lugar in the May primary.

More troubling for Mourdock are his bad favorable/unfavorables, which stand at 26/32%, compared to 24/21% for Donnelly, and 39/18% for Republican gubernatorial nominee Mike Pence. Sen. Lugar's stood at 49/27% in a pool that includes the entire electorate. In the first general election survey Howey/DePauw conducted in March, Mourdock's fav/unfavs stood at 15/18%. He is



**THE INDIANA BATTLEGROUNDS POLL** HOWEY DEPAUW  
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also losing support in the Republican-rich doughnut counties around Indianapolis. His fav/unfavs in the doughnut counties are a troubling 18/43%. He leads Donnelly in the doughnut by only 36-32%.

In the other key races, Republican presidential nominee Mitt Romney leads President Barack Obama 52-40%, with Indiana poised to rejoin the red state Electoral College column after Obama carried the 11 votes in his

**Continued on page 3**

# A split scenario in play

By **FRED YANG**

WASHINGTON - The findings of our recent Howey/DePauw Indiana Battleground Poll yield two fundamental conclusions about the U.S. Senate election, clearly the marquee contest in Indiana this year.

First, with GOPers Romney and Pence holding solid double digit leads yet Democrat Donnelly ahead narrowly, Hoosiers are once again showing the ability to "split" their tickets along the lines of 2008 (narrowly voting for Barack Obama, giving Mitch Daniels a landslide victory,



**“There is ongoing contact. The jury is still out as to where this will take us.”**

- *Brose McVey, deputy Mourdock campaign manager, on whether the nominee will get Sen. Dick Lugar to campaign for him*



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and maintaining a Democratic majority in the Statehouse).

Second, without discounting Joe Donnelly's appeal as a statewide candidate, some credit also must go to the Tea Party wing of the Republican Party for Richard Mourdock's possible defeat: We may be seeing a repeat of 2010, when Democrats were able to win U.S. Senate seats in Colorado, Nevada, and Delaware (despite the worst political environment for congressional Democrats since 1938) because Republicans nominated Tea Party candidates in those states.

**While Joe Donnelly's** current 40%-to-38% lead clearly is within the survey's margin of error, several underlying factors suggest that while the race will come down to the wire, Donnelly likely has the slight edge.

■ While both candidates have fairly polarizing images (no surprise to anyone who has turned on a television set these days!), Donnelly has a better profile among key swing voters. For example, he still has net favorables among independents (Donnelly: 23% favorable/19% unfavorable; Mourdock: 18% favorable/32% unfavorable) and undecideds (Donnelly: 13% favorable/13% unfavorable; Mourdock: 6% favorable/21% unfavorable). Granted, a significant number of independents and undecideds have yet to get a firm grasp of either candidate, so these numbers could change. But it is telling (and discouraging for Mourdock) that Donnelly is wearing slightly better among Hoosiers than his opponent is.

■ In terms of trial heat standings, we find Donnelly enjoying more support from his base (78% among Democrats) than Mourdock does with his (71% among Republicans), with Donnelly holding a slight 32%-to-30% edge among independents. Our polling data suggest that Mourdock still has some healing left to do as a result of his defeat of Richard Lugar in the May GOP primary: Mourdock is leading by 60% to 15% among Lugar primary

voters, compared with Romney-Ryan's 86% to 10% lead among this group in the presidential contest. In a very close race, any fissure (even small) in either candidate's partisan base can make the critical difference, and it appears that Mourdock still has some work left to do.

■ While both campaigns (and their myriad allies) undoubtedly will focus on their own slices of the electorate, our survey data indicate that GOP women, independent women, and voters in the doughnut counties bear watching. Mourdock needs a united Republican vote, yet he currently is garnering just two-thirds (68%) of GOP women, who give Romney and Pence overwhelming support. In a similar manner, Pence (24-point lead) and Romney (18-point lead) have large leads in the Doughnut Counties, yet Mourdock is winning here by only 36% to 32%. And independent women support Romney and Pence by wide margins, while Mourdock trails 34% to 25% and his image is negative (15% favorable, 28% unfavorable).

While Joe Donnelly seems well positioned for the next six weeks, Richard Mourdock still has some advantages, namely Mitt Romney's 52% to 40% lead over President Obama. In fact, while Mourdock is polarizing among undecided voters in the Senate race, these same undecided voters support Romney by 43% to 33% and Pence by 20 points in the gubernatorial election. So Mourdock is very much in the ballgame if for no other reason than partisanship and Indiana's traditional GOP-preference in presidential elections.

**Yet, there seems** to be something blocking Mourdock from riding the state's partisanship that has benefitted other Hoosier Republicans. This dynamic is as much a function of how Mourdock won the GOP primary back in May as to how he is being defined now by Donnelly and the Democratic IE's; namely, Richard Mourdock (by his own admission) is unapologetically



cally conservative and evinces no interest in partisan common ground.

Two survey results highlight the challenge facing Republican Mourdock in an electorate that should be receptive to him. First, twice as many voters say the term "extreme" applies more to Mourdock (18%) than to Donnelly (7%), although fully 69% say the term does not apply to either candidate.

Second, voters are more concerned that Mourdock is a Republican who rejects compromise (41%) than that Donnelly is a Democrat who votes the party line on key issues (35%). The subgroup analysis is very telling in the challenge that Mourdock faces in the next six weeks – that before he tries to push Donnelly to the left, he also must convince Hoosiers (including some Republicans) that he is a pragmatist in the tradition of successful Republicans (Lugar and Daniels) and Democrats (O'Bannon and Bayh):

**Which Concerns You More?**

	<u>Independents</u> %	<u>Lugar Primary Voters</u> %	<u>Undecided</u> %	<u>Romney/ NOT Mourdock</u> %
Murdock is Republican who rejects compromise	37	35	32	37
Donnelly is Democrat who votes party line on key issues	25	45	19	31

Ultimately, the winner of the U.S. Senate race likely will be the candidate who is best able to convey that he is solidly mainstream during an era, ironically, in which the extremes (especially on the right) seem ascendant.

**Presidential:** While President Obama has enjoyed a bounce in most national and state polls since the

early September Democratic Convention, that is not the case in Indiana. He currently trails 52% to 40%, which is a slightly larger advantage for Romney since the March Howey-DePauw survey (40% Obama, 49% Romney). The President still has some votes to gain among Democrats (82% Obama, 11% Romney), but the bigger challenge is one we noted after the March survey: Barack Obama is losing among independents by double digits (33% Obama, 44% Romney) after WINNING this group in 2008 by 54% to 43%.

**Gubernatorial:** Republican Mike Pence holds a 47%-to-34% advantage over John Gregg, which is roughly the same margin we found in our March Howey-DePauw survey (44% Pence, 31% Gregg). In fact, this race arguably has yet to be really engaged since then because it has been overshadowed by the Mourdock-Lugar GOP primary battle and now the Mourdock-Donnelly contest. While John Gregg is handicapped by a lack of statewide name recognition (more than two-thirds of voters have never heard of Gregg or have no opinion of him), he actually has a respectable image among those who are familiar with him: 20% favorable and 11% unfavorable. Congressman Pence has the upper hand at the moment, yet Gregg still has a window of opportunity to make this a close and competitive race: roughly one-fifth of the electorate is undecided, and these voters have a decidedly Democratic preference (such as voting for Obama over Romney by 42% to 25%). ❖

**Yang is a partner in the Garin-Hart-Yang Research Group based in Washington.**

## Senate Dead Heat, from page 1

historic 2008 win.

And in the Indiana gubernatorial race, Republican Mike Pence has a comfortable 47-34% lead over Democrat John Gregg, close to the same margin he had in the first Howey/DePauw poll last March, when Pence led 44-31%. Libertarian Rupert Boneham polled 5%. The survey has a +/- margin of error at 3.5%.

The latest Howey/DePauw poll by Republican pollster Christine Matthews of Bellwether Research and Democrat pollster Fred Yang of Garin-Hart-Yang Research, was conducted with 800 likely voters Sept. 19, 20 and 23. The poll included 43% Republicans and leaners, and 38% Democrats and leaners, while 19% were independents. Matthews notes that - literally - since the Democratic

National Convention, the party affiliations are in a state of flux, even in Indiana, as some independents are now declaring themselves Democrats. "This is reflecting that something is happening out there," Matthews said.

While cross tabs show Mourdock's favorables stood at 45.5% with Republicans, only 18.4% of independents – the voting block likely to determine this race – viewed him favorably while 32.4% were unfavorable. In comparison, 33.6% of independent voters found Pence favorable, and only 16% unfavorable. The difference is that Pence hasn't had anywhere close to the amount of negative advertising aimed at him compared to Mourdock.

"There is no gender gap in the gubernatorial race; Mike Pence leads by 13 among both men and women," observed Matthews. "Women support Romney by a 48%-41% margin over Obama, less than men, but in the same



direction. But, we do see a gender gap in the Senate race. Donnelly wins women by six (41%-35%), while Mourdock leads among men by four (42%-38%)."

Indiana Republicans took a historic gamble in the May primary when they traded 36-year veteran Lugar for Treasurer Mourdock, who galvanized a Tea Party base and GOP dissatisfaction over Lugar's age and longevity to forge a historic upset. Lugar had a commanding 50-29% lead over Donnelly in the March HoweyDePauw poll.

But in the critical 48 hours after his primary win, Mourdock conducted several national TV interviews in which he continued the rhetoric that made him a Tea Party hero, but has left some Lugar supporters and independents unenthused about his candidacy. In interviews on CNN and MSNBC, Mourdock

espoused his strident opposition to comprise with Democrats – unless they came to the Republican position – and bipartisanship. On an MSNBC interview, a smirking Mourdock said he enjoyed nothing more than "inflicting my opinion on someone else."

It provided Donnelly, Indiana Democrats and supporting 527 Super PACs a cache of video that is now being used in TV ads against Mourdock.

**In this Howey/DePauw poll**, and others conducted by Rasmussen Reports, Global Strategies on behalf of Donnelly and Market Research conducted by the pro-Mourdock Indiana Chamber of Commerce, Mourdock has seen a steep drop-off from the level of support Romney and Pence enjoyed along with their double-digit leads. Mourdock's support drops off 14% from Romney's, and 9% from Pence's in this survey, an indicator that Hoosier voters are prepared to split tickets at the top, as they did in 1988 when they supported the Bush/Quayle ticket but elected Democrat Evan Bayh governor, or in 1996 when the Dole/Kemp ticket carried Indiana while Democrat Frank O'Bannon upset Stephen Goldsmith in the gubernatorial race. In 2008, Gov. Mitch Daniels won reelection by an 18% margin, while Obama carried the state by 1%.

In this survey, Mourdock is polling only 71% of the Republican vote while Donnelly is getting 78.3% of the Democratic vote. Among Lugar primary voters, 60.3% are backing Mourdock, with 9.8% of those voters saying they

could change their minds. Donnelly is polling 15.3% of Lugar primary voters. This indicates that Mourdock is coming up short in consolidating his GOP base. His campaign angered many Lugarites when a fundraising letter sent out shortly after the primary talked of Lugar's "betrayal" of conservative causes. Other Republicans may opt for Horning, or "scratch" on the race, as a number of GOP mayors have told HPI.

**The Mourdock campaign** is acting rattled, restricting his schedule and media availability while attempting to change his core message. Sources say he has yet to agree to debate.

More troubling is that in addition to close to \$4 million spent by Super PACs on Mourdock's behalf prior to the primary, and a similar amount since, the two-term state treasurer is below the 40% threshold with less than 45 days before the Nov. 6 election. In an HPI interview with Club for Growth President Chris Chocola published on June 7, he predicted that polls after the primary would be Donnelly's high-water mark. "I think Donnelly is going to face a very tough challenge," Chocola said.

"Mourdock is going to have a lot of friends, and I think that poll is about as good as Donnelly

is going to be this cycle. That's the high-water mark with him." The problem is with this survey, Mourdock has actually regressed from May.

That dynamic became obvious after Labor Day when Mourdock attempted to ditch his anti-bipartisanship rhetoric with Lt. Gov. Becky Skillman insisting in a TV ad that Mourdock "will work with Republicans and Democrats." The Indiana Bellwether Barometer – which monitors newspaper, TV, Facebook, Twitter, YouTube and other media outlets – published in the Sept. 20 edition of HPI by Matthews noted that Hoosier voters were skeptical about Mourdock's tacking away from what had been his core issue. An AP story today calls it Mourdock's "extreme makeover."

Many Hoosier Republicans believe that Mourdock will ultimately win with what they expect will be an overwhelming GOP wave in the state. And while Romney's 12% lead and Pence's 13% advantage are robust, they come up short of what would be considered a landslide with coat-tails.

**If there is a silver lining** in this poll for Mourdock, it comes with the question: Do you support a candidate who voted for the \$80 billion dollar federal loan to Chrysler and General Motors or a candidate who strongly opposed the \$80 billion federal loan to Chrysler and GM. By a 47-40% margin, survey respondents backed the former over the latter, which matches Mourdock's position when he filed suit against the Chrysler/Fiat merger in 2009. Cross



This MSNBC interview with Richard Mourdock on the day after his primary upset in which he smirked and said he enjoys "inflicting my opinion" on others is an on-going disaster for the Republican as it is featured in Democratic TV ads for Joe Donnelly and party Super PACs.



tabulations show that Mourdock is carrying 70% who opposed the rescue, while Donnelly is carrying 65.9% who backed the bailout.

In the 5th CD – home of the largest Chrysler industrial complex at Kokomo – 46.9% supported the rescue while 42.8% opposed. In the neighboring 6th CD, 32.1% supported the rescue while 54.6% opposed. In Donnelly's home congressional district (now without Kokomo) 36.6% supported the rescue and 51.9% opposed. But in Mourdock's home 8th CD (with a big Toyota plant) 39.1% supported the rescue and 42.9% opposed. It's intriguing that in the 3rd CD, where a GM truck plant and dozens of auto supplier companies, almost 60% oppose the auto rescue.

When it comes to the other big issue in the Senate race – entitlements – Hoosier voters are evenly split.

Howey/DePauw asked: Do you support a candidate who says Social Security and Medicare will become bankrupt and jeopardize the retirement security of future generations without immediate reforms? The poll shows that 42% support that position, which aligns with Mourdock. When we asked do you support a candidate who opposes any move to reform Medicare and Social Security that will reduce benefits for current retirees or change the structure of the system? 43% backed the position that is aligned more with Donnelly. The Donnelly and Mourdock campaigns and their Super PAC supporters have waged an intense TV war over this issue.

The other opening for Mourdock could come if Super PACs like Karl Rove's Crossroads GPS come to the conclusion that Mitt Romney is going to lose to Obama, and they steer money into shoring up Senate and House races. There is a scenario where Mourdock could find several million more dollars dumped into his out-sourced campaign. The bookend to that is such a scenario might allow the Obama campaign to also help in Senate races if it believes his reelect is a lock. Obama ads touting the auto rescue - which have put his campaign on a frontrunner footing in neighboring Michigan and Ohio - could have an impact in Indiana where it hasn't spent much money, and give Donnelly tailwind. **Horse Race Status:** Tossup

## Presidential

While Indiana Democrats were shopping an unsubstantiated survey saying that Romney was leading Obama by only 6%, the Howey/DePauw poll shows the Republican comfortably ahead, though not nearly as big a lead as some Republicans had been saying. Romney's 52-40% lead over Obama came after a controversial tape was leaked showing Romney saying he had little hope of getting 47% of Obama backers who view the federal government as providing food, shelter and health care. The survey was also conducted after the death of Chris Stevens, U.S. ambassador to Libya, who was murdered in a terror assault.

Obama is carrying just 35.2% of the Hoosier white vote, but he is capturing 95.2% of the African-American vote and 71.8% of the "non-white" vote which would include Latinos and Asians. That is an ominous long-term trend for Republicans as Latinos are the fastest growing voting block in Indiana. Romney is getting 56.3% of the white vote, and just 17.3% of the non-white vote. Romney is getting no African-American support.

On the Obamacare issue, 55% of Hoosier voters said they would support a candidate who would oppose the Affordable Care Act, while 37% say they would vote for a candidate who supports it. Only 8% don't know.

On the right/wrong track numbers, there was a huge difference between the U.S. and Indiana's. Both have a jobless rate between 8.1% and 8.3%. On the national track, 31.6% see the country not on the right track, and 59.6% say it is on the wrong track. Romney and Mourdock supporters see the national wrong track in the 90th percentile. In the 8th CD, where Republican U.S. Rep. Larry Bucshon is facing a challenge from Democrat Dave Crooks, 68% see the nation on the wrong track and only 22% on the right track. But in Indianapolis' 7th CD, 49.2% see the U.S. on the right track and 46.6% say the wrong track.

**Horse Race Status:** Likely Romney

## Governor

Pence is obviously benefitting from the perception that Indiana is in better shape and better managed than the nation. Gov. Mitch Daniels has an approval rating of 58%. On the Indiana right/wrong tracks, 58.6% see the state on the right track, and 28.9 on the wrong. Among



independents, 52.7% view it on the right track, along with 47.6% of Democrats and 71.1% of Republicans. In John Gregg's home 8th CD, the numbers are nearly flipped from the national track, with 62.1% seeing it on the right, and 26.2% on the wrong. Among Pence supporters, 73.6% view it on

the right while just 42.8% of Gregg supporters do.

Contrary to speculation, Gregg is carrying the 8th CD, leading Pence 42.2% to 35.2%. But in the heavily Democrat 1st CD, Gregg just has a 40.9% to 37.4% lead over Pence. Democrats there tell HPI they are not impressed with Gregg's hayseed TV ad campaign.

But Pence is drubbing Gregg with independent voters by a 40 to 20% margin, with Boneham polling 10%. Pence is also getting 80% of the Republican vote, while Gregg is getting just 68.9% of the Democratic vote. **Horse Race Status:** Likely Pence ❖



## How could Mourdock lose in a red state? Here's why

By **CHRISTINE MATTHEWS**

WASHINGTON - Republicans Mitt Romney and Mike Pence lead their opponents by 12 and 13 points in our September Howey-DePauw statewide poll. However, Republican U.S. Senate candidate Richard Mourdock trails his Democratic opponent by two points, which is within the 3.5% margin of error. What pundits and prognosticators say is: How could Richard Mourdock possibly lose when Indiana will be so strongly Republican in 2012?

It is possible and here's why:

Actually, ticket-splitting is more the norm than the exception for Hoosiers. While it is unusual for Indiana to vote for a Democrat for president (2008 was the first time since 1964), it is not all that unusual in other state contests. In 2004, for example, George W. Bush defeated John Kerry by more than 20 points, Democrat Evan Bayh won by a similar margin, and Mitch Daniels was elected governor. In 2000, George Bush beat Al Gore by double digits, Richard Lugar swamped his opponent, and Democrat Frank O'Bannon



was elected governor by the same margin Bush beat Gore.

Considering how contentious the Republican primary was, the Lugar voters are not playing an outsized role in Mourdock's deficit. Although it's not all one big happy family, only 15% of Lugar supporters are voting for Donnelly. While they haven't fallen in love with Richard Mourdock, 60% are supporting him (23% are undecided and 8% are voting for Libertarian Andy Horning). More Lugar voters are concerned that Joe Donnelly is a Democrat who toes the party line than Mourdock is an extremist who rejects compromise. In a close race like this, you'd ideally want all Republicans behind you, but it wasn't going to happen and it could be worse.

**A much more worrisome** group of voters for Richard Mourdock are the suburbanites who live in the counties surrounding Indianapolis. A significant chunk of the state's Republican base comes from cities like Carmel, Noblesville, Fishers, Zionsville, and Brownsburg which surround Indianapolis. Voters here are 20 points more Repub-

lican (49%) than Democratic (28%). Richard Mourdock beat Richard Lugar in all these counties except Boone, but on this survey, attitudes have changed: Richard Mourdock has an 18% favorable - 43% unfavorable rating with these voters. It's not about Joe Donnelly, who has a 23% favorable - 19% unfavorable rating, and that's why Libertarian Andy Horning is benefitting from what they perceive as lack of a good option in the Senate race.

Here's how the doughnut counties are voting:

<b>President:</b>	<b>Romney</b>	<b>Obama</b>	
	54%	36%	
<b>Governor:</b>	<b>Pence</b>	<b>Gregg</b>	
	53%	30%	
<b>U.S. Senate:</b>	<b>Murdock</b>	<b>Donnelly</b>	<b>Horning</b>
	36%	32%	13%

One in five are voting for Romney and not Mourdock – the highest dropoff rate in the state.

There is no gender gap in the gubernatorial race: Women support Mike Pence at the same level as men, and while they are less supportive of Mitt Romney than men, they are also supporting him over Obama. However, there is a gender gap in the Senate race, with women supporting Joe Donnelly by a 41%-35% margin and men favoring Mourdock 42%-38%. The gender gap is evident among Republicans (75% for Mourdock among men, 68% among women) and independents (35% for Mourdock among men, 25% among women).

It's not entirely clear what is driving the gap. Women are less likely than men, in fact, to say the word "extreme" applies to Richard Mourdock. Women rate him less favorably, but no more unfavorably than men. In the social media analysis we conduct weekly (through Bellwether Barometer sponsored by Eli Lilly & LillyPad), a consistently recurring theme is that Richard Mourdock thinks Social Security and Medicare are unconstitutional. I think this, and tone, may have something to do with the gender gap.

**By a 55%-37% margin,** voters say they are more likely to support the candidate who would repeal and replace Obamacare, and by a 47%-40% margin for the candidate who opposed the Chrysler and GM loans. Despite being on the "wrong" side of issues like Obamacare and the auto rescue, Donnelly is not being swamped by them. However, with a million dollars in Crossroads GPS money being spent to make Obamacare Joe Donnelly's middle name, this could change.

By a 41%-35% margin, voters are more concerned that Richard Mourdock is a Republican who rejects compromise than about Joe Donnelly voting the Democratic party line on key issues. This is even the case in the suburban



Indy counties which are 20 points Republican leaning; it's true among independents, and among those who have not made up their minds in the Senate race.

All signs point to a strong Mike Pence victory in November. Voters in Indiana are happy with the state's direction and with the incumbent Republican governor. There is not a grassroots movement for change and John Gregg has not made a strong enough case for it. And while the national numbers are starting to shift toward Obama,

Indiana is poised to return to form with strong support for Mitt Romney in November.

The only question mark for the Hoosier state, it seems, is what voters will do in the U.S. Senate race.

Can Richard Mourdock win? Of course. Could he lose? Yes. ❖

**Matthews is president and CEO of Bellwether Research and Consulting.**



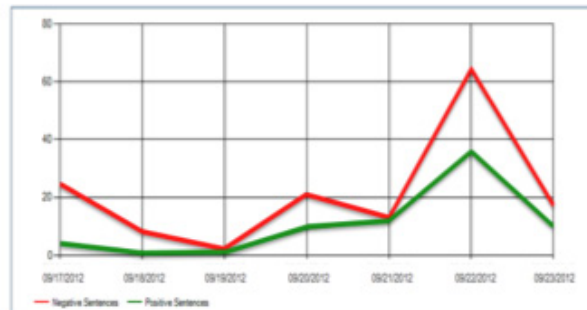
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Tag Cloud Documents

**Categories in the same documents as Richard Mourdock (57)**

Barbara Boer Club for Growth & Americans for Prosperity deep cuts Global Strategy Group - Donnelly 45-42 Indiana Background Pol Job killing lawsuit - auto industry Joe Donnelly **Mitt Romney** Mourdock bipartisan make-over **romney lead new ad out of pocket** costs Record setting ad buy **Republicans - Good chances for missing 4 seats Richard Lugar Sen. Dan Coats Tea Party**



Tag Cloud Documents

**Categories in the same documents as Joe Donnelly (85)**

Club for Growth Attack & Americans for Prosperity ads **Control of the Senate** Global Strategy Group poll - Donnelly 45-42 Indiana Background Pol Lugar will not campaign for Mourdock Mourdock's "my way or Highway" Mourdock's plan to cut Medicare **National Republican Senatorial Committee Obama Joe Donnelly Obama-Pence bankrupting America Ad President Obama Richard Mourdock**





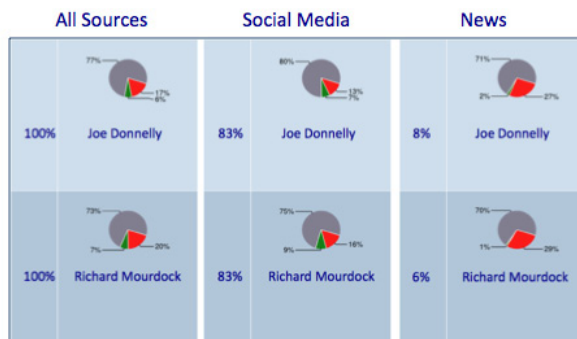
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<ul style="list-style-type: none"> <li>New e-book – Indiana Democrats</li> <li>Republicans – Good chances 4 seats</li> <li>Record setting ad buy</li> <li>Tea Party</li> <li>Global Strategy Group – Donnelly 45-42</li> <li>Richard Lugar</li> <li>Latest Mourdock Dad Ad</li> <li>Mourdock bipartisanship makeover</li> <li>Job killing lawsuit – auto industry</li> <li>Club for Growth, Americans for prosperity</li> <li>Mitt Romney</li> <li>Joe Donnelly</li> <li><b>Richard Mourdock</b></li> <li>Indiana Battleground Poll</li> <li>narrow Donnelly lead</li> <li>new ad</li> <li>Sen. Dan Coats</li> <li>conservative voters</li> <li>out-of-pocket costs</li> <li>deep cuts</li> <li>Barbara Boxer</li> </ul>	<p>General themes mentioned across all sources for the Indiana Senate race, when...</p> <p>← ...searching for Mourdock</p> <p>→ ...searching for Donnelly</p>	<ul style="list-style-type: none"> <li><b>Control of the Senate</b></li> <li>Mourdock's plan to cut Medicare</li> <li>Mourdock's "my way or highway"</li> <li>Global Strategy Group – Donnelly 45-42</li> <li>Obama-Pelosi bankrupting America Ad</li> <li>Lugar will not campaign for Mourdock</li> <li>Club for Growth, Americans for prosperity</li> <li>President Obama</li> <li>Richard Mourdock</li> <li><b>Joe Donnelly</b></li> <li>Can Joe Donnelly win?</li> <li>Obama Joe Donnelly</li> <li>Indiana Battleground Poll</li> <li>National Republican Senatorial Committee</li> <li>Mourdock's "Dad" TV Ad</li> </ul>
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Based on analysis of Acuity4Social data



## Richard Mourdock / Joe Donnelly September 17 – September 23, 2012



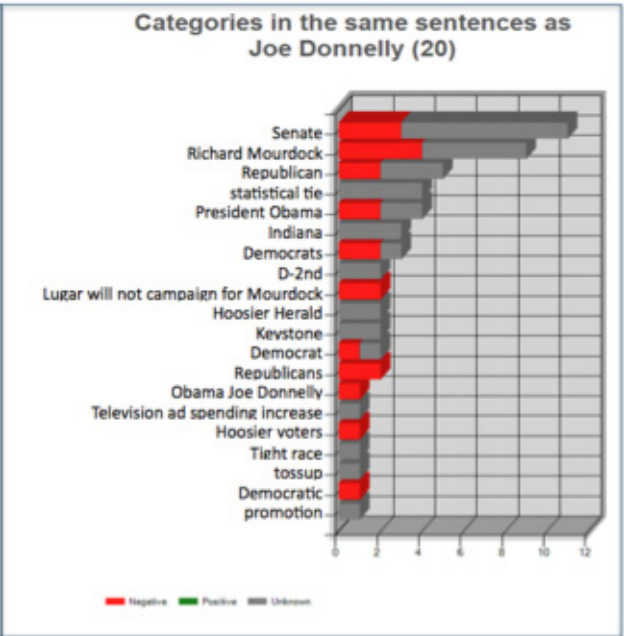
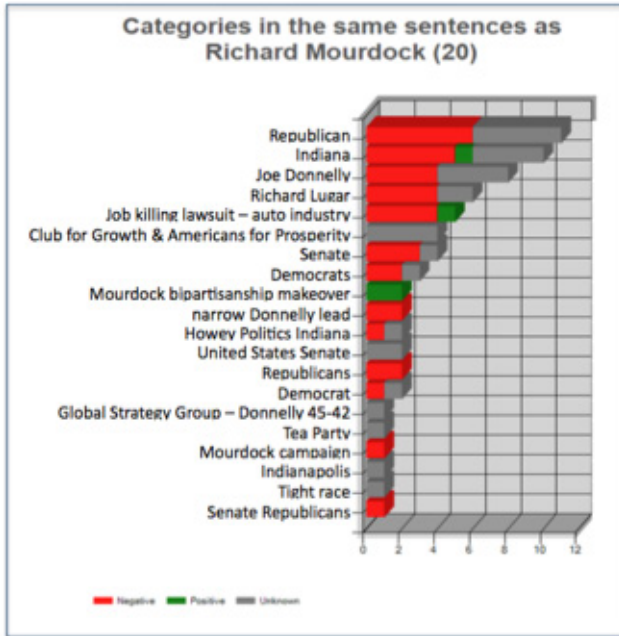
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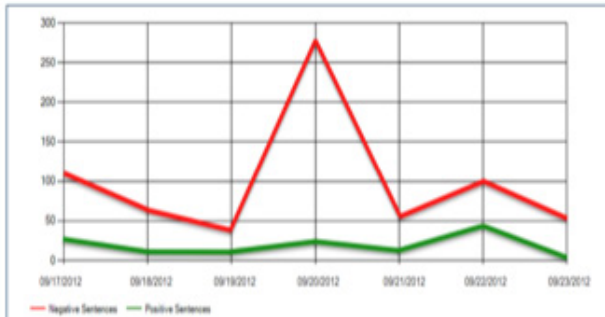




## Richard Mourdock / Joe Donnelly September 17 – September 23, 2012



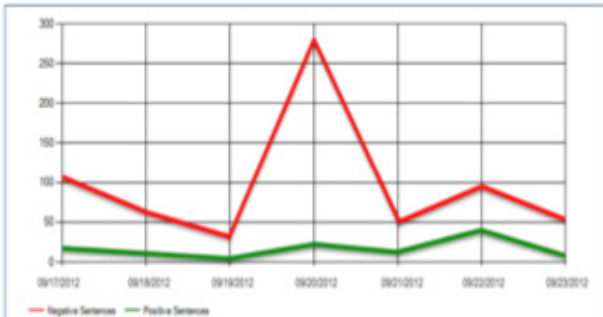
## Mike Pence / John Gregg September 17 – September 23, 2012



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Categories in the same documents as Mike Pence (28)

Aggravated homicide devout Christian House times House Governor John Gregg Laboratory for experiments in social conservatism News as  
 effect Pence roadmap - focus on family - mixed feedback social issues Statehouse File success equation



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Categories in the same documents as John Gregg (7)

Gregg Ad - "exploits a minister" Indiana Mike Pence Rainy Day TV Ad



## Mike Pence / John Gregg September 17 – September 23, 2012

Pence roadmap (family), mixed feedback
Against federal mandates
Pro-Life Women's Group backs Pence
John Gregg
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Statehouse File
Success equation
experiments in social conservatism
social issues
four seats
Indiana Governor
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Indiana Republican supermajority
moral/cultural agenda

General themes mentioned across all sources for the Indiana Senate race, when...

←  
...searching for Pence

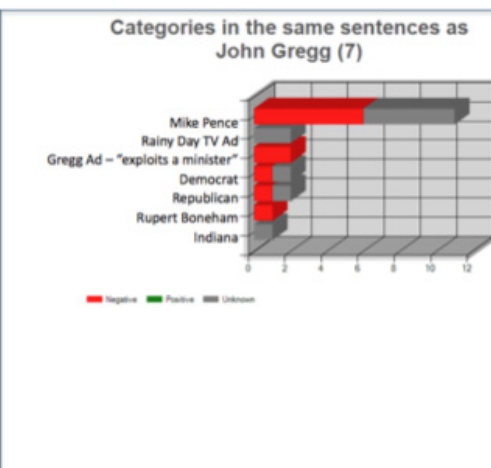
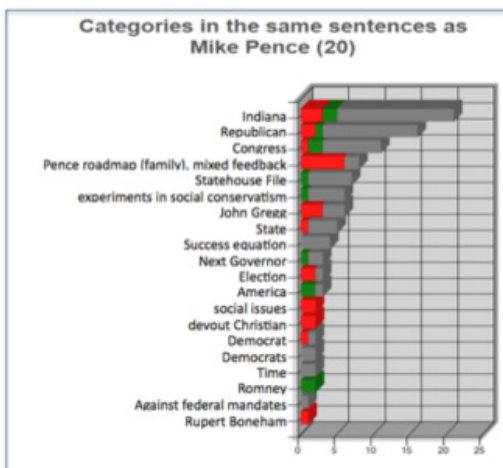
→  
...searching for Gregg

Indiana House supermajority?
Gregg-Simpson plan – small business
Mike Pence
John Gregg
Indiana
Blue Jay
Rainy Day TV Ad
Incumbent Senator Richard Lugar
Gregg-Simpson Infrastructure Plan
Pence lack of focus on jobs
Pence – no support for Farm Bill
Indiana Governor
Gregg Ad – "exploits a minister"

Based on analysis of Acuity4Social data



## Mike Pence/ John Gregg September 17 – September 23, 2012





## The curious campaign of one John Gregg

By **BRIAN A. HOWEY**

NASHVILLE, Ind. - OK boys, you wanna put that hose down now?

Ahem.

We've never quite seen a gubernatorial campaign like John Gregg's.

First, he does have two first names, but so did Govs. James Ray, Daniel Wallace, Ashbel Willard, Albert Porter, Oliver Morton, James Williams, Ira Chase, Claude Matthews, Thomas Marshall, Harry Leslie, Ed Jackson, Emmett Branch, George Craig and Mitch Daniels. Just wanted to set the record straight on the name front.

Most Hoosiers running for governor adorn their campaigns with sophisticated images, slogans and logos. John Gregg borrowed the Pringel's Potato Chip mustache. His TV ads are folksy cornpone. His props are all vintage Sandborn, Ind., home to the Blue Jay and its loafers, and Carol's Cut & Curl. The music is closer to Hee Haw than American Idol.

And he's pulling off some stunts that would get other candidates into boiling water. Indiana Republican Chairman Eric Holcomb rightly asks how Gregg can get away with using his pastor in a TV ad while lobbing bombs at Rep. Pence's \$174,000 salary and congressional voting record. The Pence campaign points out that Gregg sang hymns at his campaign kick-off, while the press ignored that while focusing on the prayerful aspects of his own grand opening. And it's true, if Pence had used his pastor in a TV ad, he would have been excoriated.

My response to Holcomb was that more press and pundits would have joined in on this had there been the perception that Gregg actually had a shot at pulling off a win.

Perhaps the biggest frustration for the Gregg campaign and Democrats is that they know Pence and the conservative legions in the Indiana General Assembly are patiently talking about jobs, the economy and education

when they know, come January, a vivid and controversial "moral" agenda will unfold. The Pence campaign has been steely and disciplined. The message has been so consistent that the candidate is not interacting much with the press for two reasons: 1) he doesn't need to, and 2) public opinion among independents and more moderate economic conservatives aren't so keen on more abortion battles and creationism taking time away from biology classes.

The Gregg campaign has been perplexing in other ways. He toyed with running throughout early 2011, formed an exploratory committee in May of that year, and officially declared a month later.

Yet, he didn't hire a finance director until April of 2012, just after a disastrous first quarter finance report that saw him raise just \$584,000, after posting a little more than a million for 2011. Can you imagine a John Mutz, Evan Bayh, Frank O'Bannon or Mitch Daniels not making one of his first campaign team selections a finance maven like a Nancy Jacobson?

With Republican Mike Pence roaring out to the \$5 million post in the same time frame, the pundits and professional political junkies tended to write the Gregg campaign off, just like they did Linley Pearson back in 1992. The resume was stellar, but the powerful, well-heeled opponent and stumbles along the way kept many observers from taking the Gregg campaign seriously. The predominant question this past summer among and to Democrats has been: Can you see a path for John Gregg to win this thing?

The answer was mostly a shake of the head, though a common second thought was always, "If Mike Pence makes a big mistake."

Gregg was able to raise enough resources by August, and he's had a TV presence ever since, a much more promising development for Democrats than the Jill Long Thompson campaign of 2008, which failed to raise money and piggyback on Barack Obama's rise to history on a parallel, though much higher plain.

The Gregg campaign has done a credible job on the issues front, though some questioned his press conference outside a Planned Parenthood clinic as potentially dangerous. Gregg and running mate Vi Simpson have filled in the lack-of-money blanks by spreading out across the state, consistently seeking earned media with each of their issue rollouts.



campaigns with sophisticated images, slogans and logos. John Gregg borrowed the Pringel's Potato Chip mustache. His TV ads are folksy cornpone. His props are all vintage Sandborn, Ind., home to the Blue Jay and its loaf-





So here we are, the first independent head-to-head numbers arrive with today's Howey/DePauw Indiana Battleground Poll, and, to tell you the truth, there will be some relief in Democratic circles that Gregg trails Pence by just 47-34%. The GOP message machine has been consistent all summer that some internals showed Pence with 20% leads of landslide proportions. When the first Howey/DePauw head-to-heads came out last March showing Pence with a 44-31% margin, Democrats reacted with sighs of relief.

Pence has had a dominant, sunny TV ad campaign, being fully able to identify himself through multiple flights of ads, while Gregg was forced into the cornpone attacks on his second commercial.

That Pence is below 50% is a bit of a surprise.

As a Greg Ballard, Brent Waltz or Greg Walker will tell you, being 13% down in late September does not mean certain political death.

Political history is rife with surges that come in the final five weeks of a campaign, as Richard Mourdock just proved in May. But that kind of fortune takes a campaign hitting on all cylinders, a slew of cash, and a dose of good luck.

John Gregg will have three debates with Pence in October, and you can be sure that he will attempt to do what Pence has resisted, and try to smoke the Republican out the moral issues that are not so popular with independent voters.

There were a couple of curious cross tabulations in the Howey/DePauw poll. In the solidly Democratic 1st CD, Gregg only had a 40.9 to 37.4 advantage over Pence. As Region Democrats are telling me, they don't get the hayseed ads. They want Gregg to put a hard hat on, or a Bears helmet, and take aim at Pence on right to work and living wage issues. Gregg has not consolidated his Democratic base, getting only 68.9% of the party vote. That should be closer to 80%.

Pence is walloping Gregg with independent voters, 40 to 20%. Gregg has to close that gap. And it is that data

that underscores why Pence doesn't want to talk about his coming moral agenda, and Gregg has fitfully been trying to smoke him out. If Gregg figures a way to do that, those numbers will likely change and that is a path where this race could tighten up.

Another interesting data set is with women. Pence's fav/unfavs stand at 36.3/16.3% with all women



(compared to 18.6/9.3% for Gregg), and among independent women they stand at 33.4/14.9%, compared to 9.7/10.9% for the Democrat. The Gregg campaign is failing with that voter segment. Gregg and the Democrats have tried to latch on to the so-called "War on Women" that Republicans have inoculated themselves against by adding Sue Ellspermann to the ticket along with congressional nominees Jackie Walorski and Susan Brooks.

In the gender head-to-head ballot question, Pence is killing Gregg, winning among women 46.2 to 32.2%. Among independent women who might be open to the "war on women" argument, Pence is mauling Gregg 41.8% to 12.5%.

So there you have it. HPI still rates this race as "Likely Pence," though there are avenues for Gregg to get back in.

OK, boys, I'm done with this analysis. Can you get down off the roof and wash my car? ❖



## Crowley, Gergen, Gallup see Obama advantage

GREENCASTLE - Three weeks before she'll moderate a debate between presidential contenders Barack Obama and Mitt Romney, Candy Crowley said to a DePauw University audience, "To me, this debate is about you guys." CNN's chief political correspondent told an audience in Kresge Auditorium Tuesday that as she prepares for the 90-minute session, she asks herself, "Can I get them to tell

us something that will explain who they are, what they believe in. My dream for this debate is that nobody sitting at home throws a shoe at the TV and says, 'Why didn't she ask him that?'"



Crowley delivered a Timothy and Sharon Ubben Lecture, "Campaign 2012: A View from the Front Lines." Her remarks came, as she noted, "41 days, 4 hours and some change" before the 2012 election is history.

"I think it should be fairly obvious, as we look at all the evidence coming in -- and by that, I mean, the polls and the underlying numbers in the polls -- that we go into the fall election advantage Obama," Crowley noted. "And it's for several reasons, but I will hasten to say that it's not over, and I think everybody understands that."

Three states -- Ohio, Florida and Virginia -- are the ones to really watch, the veteran journalist told her DePauw audience. "Mitt Romney, to win, needs all three of those. He needs more than that, but it is very hard to chart a path to those 270 electoral votes unless he wins (in those states) or unless there are some surprises out there we don't know about."

Crowley pointed out that all three of those states have Republican governors and have unemployment rates that are below the national average. "So you have this circumstance where Republican governors have been out talking about how great their economy is, and then you have a candidate going 'The economy is really terrible and you need to vote for me.' And so you have Republicans sort of at odds with their messages."



But the Obama campaign "can't get too comfortable," in Crowley's assessment, as polls show voters are pessimistic about the economy and the state of the nation and 5 to 7% of voters in some key states are undecided.

David Gergen, senior political analyst at CNN, was the speaker at the first program of the 2013 season of the Purdue North Central Sinai Forum at Elston Middle School on Sunday evening (NWI Times). Gergen noted that while one model that has correctly predicted 12 out of 14 elections says Barack Obama will lose, he "is ahead and he is on a trajectory to win unless Mitt Romney can take it away from him." Gergen said Obama is winning because he has built up a "substantial lead in the Electoral College, and that's what counts." "The count right now is about 247 for Obama and 191 for Romney," Gergen said. In so-called battleground states, "Obama is ahead in almost every one of 'em," Gergen said.

President Obama has stretched his lead over Mitt Romney to 6 percentage points nationally, 50-44, according to the Gallup daily tracking poll released Wednesday.

In Iowa, Public Policy Polling has Obama up 51-44, an increase of 5% since its last poll. Early voting begins today there.

### U.S. Senate: Mourdock answers questions

The Indiana Republican Party's "Right Track Tour" was thrown off schedule Wednesday by a wreck on Interstate 69 and Mitt Romney's presidential campaign (Francisco, Fort Wayne Journal Gazette). Senate candidate Richard Mourdock and Sen. Dan Coats, R-Ind., were a half-hour late for a rally at Allen County Republican Party Headquarters. They said their vehicle got stuck in traffic backed up by a crash along northbound I-69 between Indianapolis and Fort Wayne.

Murdock and Coats were to have been joined by GOP Sens. Rob Portman of Ohio and John Cornyn of Texas. But party officials said Portman stayed in Ohio to campaign

for Romney. Cornyn, who had traveled with Mourdock and Coats, went straight to a private fundraising reception for Mourdock at a Fort Wayne home. Portman was expected to attend the fundraiser at some point. State Treasurer Mourdock, Coats and state Republican Chairman Eric Holcomb launched the "Right Track Tour" with the slogan "More Jobs, Less Debt, Lower Taxes" printed on a mock interstate highway sign. Holcomb said the slogan will be used



by Republican candidates for the last 40 days of the campaign.

As usual, Mourdock criticized his Democratic opponent, 2nd District Rep. Joe Donnelly, for supporting President Obama's health care law and economic stimulus spending. Mourdock mentioned that Donnelly describes himself as a moderate but had confirmed in a published report Wednesday that he plans to vote for Obama.

"I don't think there is much moderation there," Mourdock said, adding that if Donnelly is elected to the Senate, he will "cancel the vote of Sen. Coats."

The Indiana Democratic Party issued a statement calling Mourdock's group of senators "adult supervision" for him. Elizabeth Shappell, communications director for Donnelly's campaign, said in an email, "Richard Mourdock has rarely appeared in public or given the press the opportunity to speak with him without a Republican surrogate present."

By himself, Mourdock took a few questions from the media on a Harrison Street sidewalk before departing for his fundraiser.

He said he is "feeling very good" that he will be elected despite polls and pundits suggesting he and Donnelly are running even.

"We have a tremendous grass-roots team, over 7,000 volunteers. I don't see anything even close on the Democrat side" or for either party's gubernatorial candidate, Mourdock said. "Campaigns are still about grass-roots turnout, and we've got the people who are going to make it happen."

University of Virginia's Larry Sabato has moved the Indiana Senate race into "Tossup."

Sabato observes: Indiana and North Dakota should both go for Mitt Romney by substantial margins, even though Obama won the Hoosier State in 2008 (he is making no effort to win it this time). And yet these quiet presidential states have white hot Senate contests. Former state Attorney General Heidi Heitkamp (D-ND) and Rep. Joe Donnelly (D-IN) seem to be doing a fine job of holding back the



Republican Senate nominee Richard Mourdock took a few questions from reporters in Fort Wayne Wednesday as U.S. Sen. Dan Coats looks on. (Fort Wayne Journal Gazette Photo)

red tide in their respective states, and they have been aided by weak Republican opponents, Rep. Rick Berg (R-ND) and Treasurer Richard Mourdock (R-IN). As Crystal Ball readers know, we have noted the potential competitiveness of these races for months, but we have resisted moving them to the toss-up category. No longer. We know that both sides are putting money into these states, and there is no recent, reliable public polling in either contest. Ultimately, we believe the Republican candidates have a clearer path to a plurality in these races than do the Democrats. But there just isn't enough information to justify rating either Indiana or North Dakota as leaning Republican anymore. In Mourdock's case, he might get coattails not so much from Romney, but from Rep. Mike Pence (R), who appears to be comfortably ahead in his campaign to succeed the retiring and popular Gov. Mitch Daniels (R).

### Governor: IMA endorses Pence

The Mike Pence for Indiana campaign announced an endorsement by the Indiana Manufacturers Association. "Indiana is one of the top manufacturing states in America with more than 50 percent of all Hoosier employment linked to manufacturing," said Patrick Kiely, president and CEO of the Indiana Manufacturers Association. "Based on Mike Pence's record and vision in support of modern manufacturing in Indiana, our members voted overwhelmingly to endorse his campaign for governor."

### 2nd CD: Walorski vows independence

GOP U.S. House hopeful Jackie Walorski vowed to be an "independent voice," beholden neither to the Republican or Democratic party. "People are very worried about the election," Walorski said in Elkhart Tuesday (Elkhart Truth). "They want to know they have an independent voice that represents them." **Horse Race Status:** Leans Walorski

### 9th CD: Young begins TV ad campaign

The campaign of U.S. Rep. Todd Young announced this morning that they have launched the first ad of the 2012 cycle in the 9th CD race. The transcript of the ad is as follows: Voiceover: In Todd Young, you don't just have a congressman. You have a Marine who knows the importance of a strong military. You have a father of four fighting to stop Washington's out of control spending. And you have a leader in the fight to stop Obamacare. In Todd Young, you have a real fighter on your side. **Horse Race Status:** Safe Young ❖



## It's not the economy

By **MARK SOUDER**

FORT WAYNE – One of the famous clichés in American political history is this: “It’s the economy, stupid.” Well, in 2012 it is clearly not the economy. If it was, Mitt Romney would be 10 points ahead. Politics is more complicated than slogans.

With the longest stretch of high unemployment since the Great Depression, this should be a strong Republican year since the Democrats had total control to apply their “fix” (more government regulations, more spending, and more taxes) and controlled two of the three non-court powers the next two years. Excuses and blame for one year works, but not for four years when you control the reins.



In 1980, Ronald Reagan arguably was left with a worse mess than Obama, but fixed it. The mess in the financial services industry was fixed with the first TARP (no more risk of collapse). Core problems, like the federal lending agency policies (from Fannie/Freddy to SBA to student loans) were made worse by this administration. New health care mandates and control caused

incredible backlash and uncertainty. So did expensive, basically worthless energy policies.

Soaring spending, including direct congressional spending, entitlement spending, and back-door spending by the Fed, have made the potential deficit costs (default, high inflation, high interest) loom so large that most companies and investors have no idea where to park or invest their cash.

**So why the disconnect from Romney?** Deliberate confusion and/or total lack of understanding of how capitalism works; commitment to equality as opposed to job growth as a policy, without admitting it; demonizing and explaining away success; and class warfare, implying that – as Reagan loved to say – “the fat man only got that way at the expense of the thin man” (in other words, stupidity or willful ignorance).

I believe it is and will be impossible for Romney to convince voters that his ideas for the budget and economic growth favor the middle class. Having visited both Florida and Colorado over the last few months, I was inundated with political ads from the time I arose until falling asleep. The basic message from the President was: Bush left me the worst mess in history; my plan is working, and Romney is rich and only wants to help the rich, not you.

Like it or not, these false “facts” (with ads dwarfing

any other information on the subject) along with undermining Romney as a messenger, seem to be working in the critical swing states, Florida, Ohio, Colorado.

**There is an interesting** underside to these polls missed by most. Mitt Romney, who has assembled a campaign team similar to his own views, is probably best understood as Mitt “Conventional Wisdom” Romney. Romney himself bumbled in trying to make the point that with 47% of Americans paying no income taxes, they aren’t likely to oppose counter-productive tax increases. You wind up playing for a field of maybe 56-59% (math adjustment to his simplistic calculation) instead of 100%. You cannot win with that sort of total market potential.

Yet on the most contentious of social issues – abortion, gay marriage – the majority favors Romney’s current positions. Does Romney really think Reagan won solely because of his economic issue approach? Who were those so-called “Reagan Democrats?” Closet millionaire Democrats who Reagan’s free market approaches finally converted to the GOP? Come on, get real.

Union members (not leaders) are symbolic of many Americans who are skeptical of pro-business Republicans but are pro-life, oppose gay marriage (it has never passed in any state, including California), favor a strong military, and believe in the 2nd Amendment. It is not an accident that Romney moves up every time the focus turns away from economics and Obama’s biggest gains are when he focuses on economics, as the prime-time Democrat Convention did. Ironic.

**For example, Gallup is instructive** since it is doing daily polling that we can (mostly) see: Obama had a big lead in July, narrow lead post-GOP convention, recovered most of his lead post-Dem convention (back to 7), then headed down to a tie but is now heading up again. What happened?

Libya and Egypt are what happened. When foreign policy events became pre-eminent the American people understood exactly what Romney was saying: This President has caused the problems, not fixed them. He can’t always blame everything on somebody else. It added enough margin to Romney’s economic base, that he moved to a tie/slight lead (Gallup and Rasmussen, which poll most frequently).

Romney said he wanted to get back to economic issues. He did, and back down he went. Those additional gains from international and social issues will mean the difference between Romney winning and Romney losing. I agree with Romney on economic issues but I, as a congressman, could also count and realized that as a business guy that I better get beyond charts and numbers, and talk to hearts of people as my former boss Dan Coats did, or I was not going to be able to implement any of my ideas.

This first debate, on economic and foreign policy,



will be instructive: In the economic realm. Will Romney acknowledge this: "Hey, I'm not exactly like you but I'm the guy you hire if you really want to turn this mess around. Don't believe Obama's ads, or my ads, look around. He has failed, the debts are rising and his proposals – more government and spending – have never worked. If you want prosperity, hire me."

And Romney must also confront him on foreign policy. He can't just stick his neck out and then run away. Romney needs to show that the world is in an uproar because of the confused and inept leadership of this Presi-

dent.

Romney can win, but with just the economic message will fall short. He can't just be "Mr. President Business Leader." He needs to be, as President, the voice for a strong America in all areas – economic, social and our national defense/foreign policy. If Romney does that, he wins. ❖

**Souder is a former Republican Member of Congress.**

## Population projections neglected by candidates

By **MORTON J. MARCUS**

INDIANAPOLIS - In the decade of the Great Depression, the 1930s, the population of Indiana grew by 5.8 percent. Later, in the 1970s, a decade of great economic turmoil, the state's population advanced by 5.7 percent. The 1980s saw a strong recession and a subsequent restructuring of American business; Indiana's population grew by a mere 1.0 percent.

Those three decades were the worst for Indiana's population growth in the 20th century.

Now, according to population projections released by the Indiana Business Research Center (IBRC) in the Kelley School of Business at IU, we are again in a decade of 5.7 percent growth (2010 to 2020). While this is anemic, it is just a prelude to future decades of decreasing population growth rates for the Hoosier state.



As the candidates for governor and senator, and their sponsors, spend millions on TV ads, what do we hear about the serious economic and social consequences of the demographic changes forecast by the IBRC? Nothing, if your TV is like mine.

**Although these official,** non-partisan population projections were released in March this year, the four leading candidates ignore them. The candidates seem to have no understanding that Indiana is in for decades of slowing growth that will have grave implications for state revenues and expenditures. Without thoughtful investment, many of our communities will become yet more stagnant.

Although the press has documented the aging of the Hoosier population, the gubernatorial candidates have not addressed how they will guide the state toward 2050 when

one in five Hoosiers will be 65 or older, when 70 percent of the growth in population will be concentrated in the senior group.

**This segment of the population** will grow by 17,300 persons per year, according to the IBRC projections. Will we continue to favor seniors in our income and property tax codes? Or will they have to forego the preferential treatment now afforded them?

The school age population grows by only 2,700 per year over the next 38 years. This slow growth will allow us to consider improvements to our school buildings without the pressing needs of expansion.

The critical household formation ages (20 to 44) will grow by 0.2 percent per year which means appliance dealers and other retailers who profit from new households will have to find other customers. Big ticket items (washers, dryers, furniture, and carpeting) mean big sales tax receipts. With this sector hardly growing, what happens to Indiana revenues which are heavily dependent on consumer spending?

Fulsome advertisements about a candidate's concern for seniors may still work with some voters. Yet we can hope that the public, and particularly the business community, has learned there is more to aging than an increase in dependency. While the purchase of goods may decrease with age, the sale of services can boom.

**Demographic change may** seem inevitable, but public policy can have a significant impact on how that change affects the well-being of our communities. To ignore those changes, even when they are clearly stated and easy to understand, is to reinforce the view that many candidates are not in tune with the forward-looking segments of society. Focused on the past, candidates continue to debate yesterday's issues rather than outline their intentions for the future. ❖

**Mr. Marcus is an independent economist, writer and speaker formerly with the IU Kelley School of Business.**





## Walorski is a fragile frontrunner in 2nd CD

By JACK COLWELL

SOUTH BEND - If the election was next Tuesday, Republican Jackie Walorski would win for Congress in Indiana's 2nd District.

But, of course, the election comes on another Tuesday, Nov. 6.

Democrat Brendan Mullen, still getting known in much of the sprawling 10-county district, has time to catch up.

Mullen won't, however, if he becomes known as Walorski defines him in her TV ads as a Washington "insider" who only recently came back home to Indiana. He has a chance if he establishes instead an image of Iraq war veteran and political moderate and successfully defines Walorski as a Tea Party partisan.



Both sides have recent polls, checking on success in defining the opponent and measuring where the race stands now.

There are no secrets, really. Each side knows that the other has a poll, too, probably accurate and showing the same thing. And sources tell enough to confirm the status.

Poll results convinced the Cook Political Report, headed by Charlie Cook, guru of House race handicapping, to change listing of the district from "leans Republican" to "likely Republican." Back last October, when Cook moved the listing in the opposite direction, from "likely" to "leans," it was a plus for Mullen's fund-raising at the national level. The Cook analysis noted that Walorski has "baggage" and that Joe Donnelly, the district's present Democratic congressman, "is now likely to carry his home district in the Senate race" with Republican Richard Mourdock.

"But according to private polling, that simply hasn't been enough to put" Mullen "in close contention," the Cook analysis continued. "This is now a likely Republican pickup." This now could hurt Mullen's fund-raising.

**And the perception that** Walorski is "likely" to win could hurt her fundraising, too. Already has. YG Action Fund, a conservative super PAC, that had reserved TV time in the South Bend media market for a big buy to help Walorski, canceled the buy, saying Walorski was already in good shape. Instead the PAC channeled big bucks elsewhere with closer contests.

This doesn't mean Mullen has no chance. The only poll that really counts is the one involving all the voters on

Nov. 6.

To win, however, Mullen must get better known, fast, and in a more positive way than Walorski defines him in those TV ads as a Washington "insider" who came back to Indiana only recently to run for Congress.

Mullen hit back with TV ads stressing a positive view of him as a West Point graduate and Army officer who served in the Iraq war, seeking to contrast that service with Walorski's time as "a career politician."

**Mullen still is shown in** the polls to trail Walorski significantly in name recognition, especially in the nine counties outside his home St. Joseph County.

Mullen viewed the initial name recognition gap as an opportunity, figuring he had a clean slate on which to draw his credentials, while Walorski, from past campaigns and state legislative sessions, was stuck with some strong recognition of a negative nature - that "baggage" cited in the Cook analysis.

Mullen still sees Walorski's lead as fragile enough to be overcome as voters focus on issues and differences in governmental approach.

The Walorski side sees victory - just as long as supporters don't relax and she avoids serious blunders. In front-runner strategy, Walorski agreed to only two debates - one in Wabash, at the southeast corner of the district, and the other at a South Bend radio station. A better known candidate with a lead doesn't want to give the opponent name recognition and the chance to strike effectively in a big TV debate.

The Cook analysis indicates that Donnelly could help Mullen some, just not enough.

Polls show Donnelly running way ahead of the pace of other Democrats tested in the district. Help for Mullen would come if voters for Donnelly, particularly independents and centrists, find Mullen as another moderate they could support.

**President Obama isn't** expected to carry Indiana this time, and Walorski has sought to link Mullen with the president. Although polls show Obama doing better in Indiana, losing by less, there will be no presidential coattails for Mullen.

Walorski wouldn't mind holding the election next Tuesday. Mullen welcomes the time and the chance before Nov. 6. ❖

**Colwell has covered politics over five decades for the South Bend Tribune.**



## ‘Did he really say that?’

By **RICH JAMES**

MERRILLVILLE – There are times on the campaign trail when you have to stop and ask, “Did he really say that?”

There have been several instances recently of such blabber on the national, state and local levels. Even fellow Republicans continue to criticize Mitt Romney for failing to come up with specifics about how he would improve the economy.



Other than criticizing President Obama, Romney simply asks the country to believe in him when he says he will turn the country around, reduce the deficit and put people back to work. Unless he has a magic wand, some specifics are needed.

One of the guys who sounds a whole lot like Romney is Republican Hal Slager, a Schererville town councilman running for 19th District state representa-

tive. But by reading the bold print on his campaign literature, one would think Slager is running for Congress.

Slager says he wants to “cut wasteful spending, balance the budget and support the spending cap.”

Those words might mean something if Slager were running for Congress, but they ring hollow for someone running for state representative.

And I bet Gov. Mitch Daniels, a fellow Republican, doesn’t appreciate what Slager is implying.

What’s wrong is that Indiana doesn’t really have wasteful spending. A state with a massive surplus – so big that money will be coming back to the taxpayers – can’t be throwing money away.

**Then Slager says he will balance** the budget. That’s all well and good except that Indiana’s budget already is balanced. The Indiana Constitution requires that the budget be balanced.

Slager also talks about supporting the spending cap. That, too, is just peachy except that there are tax caps in the state constitution limiting the amount of money that can be raised.

Another of Slager’s congressional quips is, “With so much uncertainty in our economy, we decided that we must have strong and decisive leadership to solve the problems that are strangling our economy and making it harder to find good paying jobs in our community.” Yep, Slager is

going to solve the problems that are strangling our economy from the Statehouse in Indianapolis. That would be an accomplishment.

Word is that Hal isn’t a bad sort. It’s just that his campaign is a bit misdirected. I suspect Democratic candidate Thomas O’Donnell has taken note.

**And then there is Mike Pence**, the Republican candidate for governor. He wants to talk about moral issues and God’s role in government. But he knows that John Gregg, his Democratic opponent, would pounce if he did.

So instead, Pence says he will “promote marriage by requiring a family impact statement for state regulations.” Is that a back-door effort to legislate morality, or just empty words to pacify his Tea Party supporters? Likely both. Lord, help us Hoosiers if we start weighing legislation as to whether it promotes marriage.

But the most misguided comment I heard this week came from U.S. Sen. Dan Coats, who isn’t even on the ballot this year. Coats toured U.S. Steel in Gary and did cartwheels about how the company is investing millions into its Gary plant. Coats said the plant shows the state’s and nation’s strength in manufacturing.

While he didn’t talk presidential politics, it wasn’t difficult to read between the lines when Coats said – according to the Times of Northwest Indiana – that Congress must make a business climate friendlier to firms such as U.S. Steel to encourage them to invest in their facilities.

I’m sure Coats doesn’t realize that U.S. Steel isn’t investing millions in its Gary Works out of the kindness of its heart. No, more than a decade ago, the General Assembly passed legislation giving U.S. Steel a massive tax break for its Gary plant.

**That largely resulted** out of a subtle threat that without the tax cuts, the company might close the mill. That was poppycock because the mill was making money before the tax reduction. In order to win tax relief, U.S. Steel vowed to make extensive investments in its Gary Works plant, the very kind of investments that Coats talked about this week.

The problem is that while U.S. Steel needed a tax break, it didn’t need nearly as much as the Legislature approved. The cuts are one of the prime reasons why the city of Gary doesn’t collect enough property taxes to remain fiscally sound.

U.S. Steel is doing quite well. The city of Gary and its people are suffering as a result. ❖

**Rich James is the former editorial page editor and columnist for the Post-Tribune in Merrillville.**



**Scott Wong, Politico:** Richard Mourdock could use Dick Lugar's help in the homestretch of his campaign. But don't expect the six-term Indiana senator to stump for the Republican who beat him in the bitter primary. Instead, the Senate's senior statesman on foreign policy has been spending his final months in office burnishing his political legacy and trying to ensure his namesake weapons-cutting program lives on long after he's left the halls of power. This summer, Lugar huddled with foreign heads of state, dropped by a ceremony where a laboratory was named in his honor, scooped up an award at The Hague and met with Russian officials to discuss renewing the Nunn-Lugar weapons-reduction program. In October, when many of his congressional colleagues will be back in their home states, glad-handing voters and pointing fingers at the other party, Lugar hopes to be in Southeast Asia campaigning to combat deadly pathogens. Attacked by Mourdock as a Washington insider who had lost touch with Hoosiers back home, Lugar downplayed his foreign policy credentials and Rolodex of world leaders. It made little difference: In May, the tea-party-backed insurgent trounced the GOP's longest-serving senator, 61 percent to 39 percent. Despite the thrashing, Lugar still retains goodwill in the Hoosier State — especially among the moderates who will swing the general election and who are wary of Mourdock's hyperpartisan display during the primary. With Mourdock, the state treasurer, locked in a costly race with Democratic Rep. Joe Donnelly, some friends are now urging Lugar to take a more active role aiding his onetime foe, whether through a TV ad, mailer or news conference. "It's about the independents. The folks in the middle still could decide it," said former Indiana GOP Chairman Murray Clark, who first met Lugar working for his failed 1974 Senate campaign. "That group of people can be a big factor in the election and the more they can hear from Dick Lugar in support of Mr. Mourdock I think can be helpful." While he urged his supporters the night of his defeat to back Mourdock's election, the senator also issued a blistering written critique of his primary opponent. Mourdock was "touched" when Lugar graciously introduced him at a Senate Republican caucus lunch at the Capitol before the August recess, campaign spokesman Brose McVey said. And he refused to rule out the possibility the senator could assist Mourdock in the closing weeks of the campaign. "There is ongoing contact," McVey said. "The jury is still out as to where this will take us." ❖

**Doug Ross, NWI Times:** Each of the three candidates for governor is focused on the state's most immediate need: jobs. But what about later in the four-year term, after -- we all hope -- the economy has recovered? Why worry about four years from now? Because 2016 will be the

state's bicentennial. I asked each of the three gubernatorial candidates what legacy they might want to leave as the bicentennial governor. Democrat John Gregg, clearly caught by surprise, reached for some campaign rhetoric. He wants to bring back civility to civil discourse. He wants Hoosiers to feel like they're a part of their government. "We need to act like a Washington, Ind., rather than Washington, D.C.," he said. Republican Mike Pence said he had thought about this, and his remarks proved he had. Pence said Indiana shouldn't relegate the teaching of Indiana history to the fourth grade, where students learn about Abraham Lincoln's boyhood, about the Indiana Dunes and a few other features, and then never return to that subject. What if Indiana taught students, early in their high school career, about the state's economic and cultural history? It's a good suggestion, and one I've thought about, too. ❖



**John Krull, Evansville Courier & Press:**

Something strange has happened in the Indiana governor's race. It now is about things that matter. Just a short time ago, the two major party candidates — Democrat John Gregg and Republican Mike Pence — seemed locked in a stultifying pattern. Pence, the front-runner, acted as if he were marching toward a coronation rather than running a campaign. His speeches and campaign ads were strings of clichés about good old-fashioned Hoosier values. Gregg, on the other hand, acted as if running for governor was a good way to road-test his stand-up comedy routine. At times, it seemed as if he were disappointed that Hee Haw went off the air years ago and took away his shot at the big time. Then things changed. Gregg's message got a little less folksy and a lot more focused. He began to talk about how important it was for Hoosiers — and their leaders — to stop fighting with each other all the time and begin working with each other. He spoke about bridging the ideological divide and searching for common ground. He argued, in other words, for the power of consensus and the importance of having all citizens honor the social compact. Pence has gone a different direction, but one that is just as interesting. He's moved in a more ideological direction, presenting policy proposals that mingle social conservative dogma with laissez faire economics. Pence says he wants to fight poverty in Indiana by assessing any legislative act's impact on families — particularly on traditional families with two parents of different genders who are married to each other. He wants to study, by executive act, whether a bill makes it more or less likely for married couples to divorce or for people to have children out of wedlock. No other state does so now. The Gregg campaign reacted to the pronouncement quickly, calling Pence's plan "social engineering." ❖



## AP: Mourdock's 'extreme makeover'

INDIANAPOLIS — Richard Mourdock became one of the tea party's biggest winners of the 2012 primary season when he knocked off veteran Indiana Sen. Richard Lugar in a brutal campaign built on his contention that Lugar was too old, too out of touch and too friendly with Democrats — a RINO, Republican in name only (LoBianco, Associated Press). But the movement's biggest RINO hunter is now changing his tune as he tries to woo moderate voters in a tight race that stands as a key test of the tea party's ability to win outside the nation's most conservative states.

Mourdock is matched in the general election against moderate Democratic Rep. Joe Donnelly, who is running even in recent polls despite Indiana's Republican tilt. Suddenly, gone is the strident rhetoric in which Mourdock proclaimed that bipartisanship meant Democrats coming over to Republicans' thinking and that winning meant he would "inflict my opinion on someone else." In its place are support for parts of President Barack Obama's health care overhaul, pledges to protect Democratic-championed programs like Social Security and Medicare, and even the once-shunned notion of compromise.

Welcome to "Extreme Makeover: Mourdock Edition."

Mourdock's awkward stagger to the center may be a necessary move if the Republicans are to hold a seat that had been a safe bet since Lugar first won it in 1976. The outcome will help determine whether the GOP manages to win control of the Senate, where Democrats now have a narrow four-seat advantage.

Advertising spending from both sides has topped \$6 million so far and promises to explode in the final weeks. The candidates and outside groups have already surpassed the \$5.6 million spent in Indiana's 2010 Senate battle. Rather than rally true believers, Mourdock is working now to tie himself closely to the state's popular governor, Mitch Daniels, who is a conventional business-executive Republican rather than a party insurgent, while tying Donnelly to Obama, who is expected to lose Indiana in November. But the image change is a stretch for the 60-year-old former coal company executive, known for his fascination with motorcycles and race cars and for his sarcastic criticism of Republicans he considers not conservative enough.

## Donnelly confirms he will vote Obama

INDIANAPOLIS - Indiana Democratic U.S. Senate candidate Joe Donnelly confirmed Wednesday he will vote for President Barack Obama in November, but he left open the possibility of voting for a Republican for Senate majority leader if he's elected. Donnelly told The Associated Press he would be an independent and moderate voice in Washington in the mold of former Democratic Sen. Evan Bayh and U.S. Sen. Richard Lugar, whose seat he is vying to fill. "I don't agree with everything he's done, clearly I don't. I voted against issue after issue after issue he supports," Donnelly said of the president. "But I have never understood a campaign like Mr. Mourdock's where they're focus is on saying that 'You know the president.' I knew George Bush, I respected George Bush, I respect Barack Obama, because they are the presidents of the United States." Democratic candidates' support for the top of their ticket is almost universally expected, but Democrats in conservative states like

Indiana have often tried to distance themselves from the party leadership. U.S. Sen. Joe Manchin, a West Virginia Democrat who campaigned for Donnelly last month, said earlier this year he had not yet committed to voting for Obama because of his energy and environmental policies.

## Daniels lauds South Bend on jobs

SOUTH BEND -- Gov. Mitch Daniels believes that RACO's expansion in South Bend could be the start of more good things to come as far as economic development (South Bend Tribune). "Anytime a new job comes to Indiana, we're happy," Daniels said Wednesday at a news conference announcing RACO's plan to relocate its central distribution center from South Holland, Ill., to South Bend. "When it comes from a neighboring state, honestly, in a tough competition, it's a good sign about the business climate we've built." He's extra happy, he said that the company is locating in South Bend. "It's a part of a pattern I see of a new energy and a new appreciation for the private sector growth that pays all the bills and taxes," he said. In the past couple of years, more than 30 companies from Illinois and Michigan have relocated to Indiana. "It's starting to look like a stampede," he said.

## GOP candidate calls for SBA probe

CROWN POINT - Lake County surveyor candidate Eric Krieg claims the county paid Munster contractor R.A. Oras for drainage improvements on the Spring Street Ditch in Munster and the Brown Levee Ditch 10 miles southeast of Lowell before the work was done. He claims Oras wasn't required to post a performance bond.

