

**To: Interested Parties**  
**From: Mollie Binotto, Joseline Pena-Melnyk for Congress**  
**Date: March 18, 2016**  
**RE: State of the Race of MD-4**

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### Overview

Joseline Pena-Melnyk is running a strong campaign in Maryland's 4<sup>th</sup> Congressional District to replace Donna Edwards. An African American and Latina, Joseline would be the first Dominican American in Congress and would be a champion for women and families for a long time in this safe Democratic seat.

### Path to Victory

Joseline has a clear path to victory through her electoral advantages, the strength of her organization, and her energetic message.

Joseline is the only woman in this six-way Democratic primary and the only candidate to represent Anne Arundel County. These are two key electoral advantages upon which we can capitalize. Women make up 59% of the electorate and, with 17% of the electorate, Anne Arundel is an important boost to the Prince George's County majority.

As many have noted in Maryland, Joseline is running the strongest campaign in this race and is locking up support across the state and from national progressive organizations. In addition to her EMILY's List endorsement, Joseline has been endorsed by the PCCC, Sierra Club, and nine labor unions, including AFGE, which have significant presence in this District. **Most recently, Joseline was endorsed in a raving review by the *Washington Post*** (see Addendum 2). This endorsement builds upon the already incredible momentum and can be a complete game changer in this race.

Because of the strength of Joseline's campaign organization, she has the resources and ground game to win this race. Joseline is motivating donors and is poised to have another strong quarter.

Candidate	COH	Q4 Raised
Joseline Pena-Melnyk	\$378,396.27	\$146,821.39
Anthony Brown	\$269,442.54	\$102,564.30
Glenn Ivey	\$526,667.07	\$197,269.85

If she has the resources to be competitive on paid communications, Joseline's story will stand out because her message is so much more powerful than her opponents. Polling shows that to know Joseline is to want to vote for her. ***When Joseline tells her story, she will win.***

Joseline's personal story as a first-generation American is powerful. She was raised by a single mom who worked as a seamstress to support the family and nicknamed Joseline "la abogada," which means little lawyer because as a child Joseline translated for her Spanish-only speaking neighbors at the local social services office. She went to college with \$33 to her name, worked her way through undergraduate and law school before working as a Prosecutor under Eric Holder and serving as one of the more accomplished members of the Maryland House of Delegates.

Joseline is the **toughest progressive to stand up to Republicans and corporations to fight for working families**. She'll take on the NRA, special interests, and she will fight to protect Social Security, Medicare, and Planned Parenthood.

## Overview of Polling in this Race

Below is a summary of the numerous internal toplines on this race, which show varying results. The most important thing to realize is that this race is wide open, which is highlighted by two consistencies from the various polls.

The first consistency is that while former Lt. Governor Anthony Brown has led in every poll, he lags in fundraising. That is important because as candidates start to communicate with voters and he isn't, his support will shift. Even the *Washington Post* noted "the six-way contest for the party's nomination is Brown's to lose"<sup>1</sup> Once again, that means this race is wide open. The second consistency of these polls is the growth of Joseline. Her numbers grow as voters learn about her in the polls.

A polling memo from Pena-Melnyk's pollster further highlights these themes. At the beginning of the poll while all candidates have a similar name recognition a whole 42% of voters are still undecided and Joseline garners the most support among voters who know her. The attached memo (Addendum 1) further makes this case.

Source/Date	JPM	Glenn Ivey	Anthony Brown	Notes
Pena-Melnyk Poll January 2016	17 24	15 19	21 21	Initial and final head to head.
Ivey Poll January 2016	9	30	34	

## Overview of Strategy and Advertising in this Race

In a race where all of the candidates are taking similar progressive positions and arguing that they will stand up to right-wing Republicans in Congress (see Ivey's and Brown's first TV ads), voters will look for differences between the candidates in two areas: 1) experience delivering on the messages and 2) which candidate is authentically the strongest fighter. In both of these realms, Joseline will stand above the crowd. Her experience includes standing up to the NRA and leading the charge to pass the toughest gun control laws in the country, standing up to powerful corporate interests to increase the minimum wage and protect families from foreclosure. And Joseline is clearly the most authentic fighter who can stand up to right-wing Republicans who want to shut Planned Parenthood and attack women's health care. Ivey and Brown may say the right things in their ads, but their staid approach is a stark contrast to Joseline's energy, determination, and toughness.

## Summary

Given her electoral advantages, the strength of her organization, and her energetic message, Joseline has a path to victory and can secure this seat for many years to come. With a level playing field, Joseline will capitalize on her strengths and make history as the first Dominican American in Congress.

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<sup>1</sup> *WashingtonPost.com*, 3/13/16

## ADDENDUM 1

To: Friends of Joseline Pena-Melnyk for Congress  
From: GBA Strategies & Vic Fingerhut Campaigns  
Date: January 20, 2016

### **MD4 Primary Is Wide Open: Pena-Melnyk Starts in a Close 2<sup>nd</sup>** *Joseline Has Greatest Opportunity for Growth*

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The Democratic primary nomination for Maryland's 4<sup>th</sup> congressional district is wide open with Anthony Brown, Joseline Pena-Melnyk and Glenn Ivey separated by a total of just 6 percentage points. Brown (21 percent) and Pena-Melnyk (17 percent) sit atop the race, followed by Ivey (15 percent). No other candidate is above 2 percent, while 42 percent of voters are undecided. These facts present a major disruption to the unproven narrative that Maryland's 4<sup>th</sup> Congressional District was and would remain a two-person race.

The following are key findings from the poll of 400 likely Democratic primary voters conducted November 4-9. The poll is subject to a margin of error of +/- 4.9 percentage points at the 95 percent confidence level.

#### **Key Findings**

- **In a wide-open race, Pena-Melnyk has the most committed support.** Despite running against two well-known community leaders the poll shows that “to know Joseline Pena-Melnyk is both to like her and to overwhelmingly vote for her.”
  - Brown and Ivey begin this race with somewhat higher name recognition, but as noted above, Pena-Melnyk starts the race just 4 points behind Brown and 2 points ahead of Ivey.
  - Joseline wins 66 percent of the vote among voters who view her favorably while Brown only gets 31 percent of those favorable towards him and Ivey only pulls 28 percent of those favorable towards him.
  - Joseline's support is the firmest: 64 percent of her voters say they are firm in their choice compared to just 42 percent of Ivey's and 32 percent of Brown's. These are substantial margins of 22 and 32 in favor of Joseline over Ivey and Brown.
- **Joseline's message has the greatest appeal.** While the race starts off a jump ball, Joseline has the message with the greatest appeal to voters. When voters hear messages from each of the major candidates, Joseline's support grows the most and she emerges with a 3-point lead over Brown and a 5-point lead over Ivey.
  - Gains over both Brown and Ivey reflect not only the broader appeal of Joseline's personal history, record and message, but also confirm the considerably greater firmness of her vote through a variety of trial heats.

Bottom Line: *The race for Maryland's 4<sup>th</sup> congressional district is wide open, Joseline Pena-Melnyk is on the top tier of candidates, and with the resources and her grassroots support, Joseline path to victory is strong.*

## **Methodology**

The survey of 400 likely Democratic primary voters was conducted using live interviewers, reaching voters on landlines and cell phones. The sample was drawn from a voter file based on previous Democratic primary vote history. Care was taken to ensure the sample is representative of the universe of likely voters.

## ADDENDUM 2

### **The Washington Post**

*The Post's View: Joseline Peña-Melnyk for Congress*

By Editorial Board, March 12, 2016

THE DEMOCRATIC primary in Maryland's 4th Congressional District, which includes big chunks of Prince George's and Anne Arundel counties, features several well-known candidates whose claims to the job include serious credentials, broad experience and real achievements. The best of them, by a good margin, is state Del. **Joseline Peña-Melnyk**.

Ms. Peña-Melnyk, a former federal prosecutor who has served as a state lawmaker since 2007, lacks the name recognition of her main rivals for the nomination, former lieutenant governor Anthony G. Brown and former Prince George's state's attorney Glenn Ivey. For that, she more than compensates with preternatural endowments of energy, grit and determination.

Those qualities have drawn rave notices practically from the moment she arrived in Annapolis, representing a district in Prince George's, as a freshman legislator. They account both for her impressive legislative record and for her tireless service to constituents. By a variety of accounts, no one in the state legislature works harder.

That matters in a race in which the most viable candidates, liberals in one of the nation's most left-leaning congressional districts, are nearly indistinguishable in terms of policy and ideology. All favor expanding an array of government programs and services; none has a detailed explanation of how to pay for it. Any would make a plausible successor to the incumbent, Rep. Donna Edwards, who is running in the Democratic primary for U.S. senator.

Ms. Peña-Melnyk, born in the Dominican Republic, grew up in an impoverished immigrant household and had the pluck to make her way through college and law school. She won a seat in the legislature without the support of Prince George's local Democratic bigwigs, but quickly made a mark as a driven, detail-oriented workhorse, pushing through a variety of substantive bills and impressing colleagues who regarded her as an outsider.

She played a key role in patient-friendly legislation requiring the digitization of medical records in Maryland, the first state to enact such a mandate, which was initially opposed by insurance

companies. And she was largely responsible for a fair-minded bill that protects the rights of urban areas of the state by designating prison inmates according to their home addresses, not the location of the facilities where they serve time.

Ms. Peña-Melnyk's chief opponents, also attorneys, are accomplished former elected officials, and a credit to the deep bench of political talent in Prince George's. Mr. Ivey, who was the county's top prosecutor for eight years, knows Capitol Hill well — he was once a senior congressional aide — and is respected for his work on domestic abuse. Mr. Brown, a former state lawmaker and Iraq War veteran, served two terms as lieutenant governor before he ran unsuccessfully, in 2014, to succeed Gov. Martin O'Malley. Both men, graduates of Harvard Law School, are astute and knowledgeable.

Yet it is hard to imagine that either would be as effective or independent-minded in Congress as Ms. Peña-Melnyk, a doer with a knack for making things happen. We endorse her in the April 26 Democratic primary.