

To: Interested Parties
From: Alex Ball, Campaign Manager
Date: June 3, 2025
Re: Campaign Updates

Mikie Sherrill continues to stand out from the pack, and she is poised for victory.

With more candidates lying about Mikie Sherrill and her character, now is not the time to hold back. It is time to respond as soon as possible, with all that we have left.

Mikie Sherrill is the Leader New Jersey Needs

The lying negative ads against Mikie Sherrill are a desperate attempted-smear campaign. Why? Because everyone knows, Mikie Sherrill is the Democrat Republicans fear. Independent news sources praise Mikie's ethical standards for going "[above and beyond](#)" what the rules require -- even named her "[among Elon Musk's most vocal critics in Congress](#)." And, no wonder. Mikie Sherrill is a Navy helicopter pilot. Federal Prosecutor. Mom of four. Democrat Mikie Sherrill knows how to fight the Trump-Musk chaos because she's done it before -- and she'll protect New Jersey as governor.

In both media markets: lower-turnout voters, less liberal/non-liberal voters, and white women in non-urban areas all understand that the attacks on Mikie Sherrill are lies when the record is corrected. This message will also resonate with: Hispanic voters, who receive their media through Spanish-language NYC broadcast and digital advertising; these voters who receive Spanish-language media should receive even more in NYC as Election Day fast approaches. This message is already resonating with voters in the NYC market who receive their media through broadcast and cable TV; but with the airwaves cluttered and Election Day squarely in view, the message will break through only if these voters hear more of it. The same is true for all voters in the Philadelphia market. The message will also resonate with voters in both the NYC and Philadelphia markets who are fans and viewers of their respective professional baseball teams.

The other key factor down the stretch of this race will be face-to-face contact with voters:

The top targets: voters who are on the vote-by-mail list, including:

- Hispanic voters who voted in at least 3 of the last 4 Democratic primary elections
 - Union County: Union Township and Elizabeth City
 - Middlesex County: New Brunswick City and Perth Amboy City
- AAPI voters who voted in at least 3 of the last 4 Democratic primary elections
 - Middlesex County: South Brunswick Township
 - Somerset County: Montgomery Township and Franklin Township
- White women voters who voted in at least 3 of the last 4 Democratic primary elections
 - Bergen County: Teaneck Township, Hackensack City, and Englewood City

The next targets: AAPI and White Voters who voted 0, 1, or 2 times out of the last 4 Democratic primary elections are visited in:

- Morris County: Morristown, Parsippany, Morris Twp
- Essex County: Montclair Ward 1, 2, and 3

Voters care about what their Members of Congress and former Members of Congress think about this race. Voters in or around New Jersey's 6th Congressional District are persuaded when they hear about her endorsement from [Rep. Frank Pallone \(NJ-06\)](#). Voters in or around New Jersey's 7th Congressional District are persuaded when they hear about her endorsement from [Former Rep. Tom Malinowski \(NJ-7\)](#).

And finally, in an era of disinformation, it remains vital to remind voters how they can cast their ballots. When we identify vote-by-mail voters as supporters, we are telling them about how to fill out and return their ballot on or before the June 10th Democratic Primary. When we identify non vote-by-mail voters as supporters, we are telling them about their options to vote on or before the June 10th Democratic Primary.