

**Addendum to
APPENDIX VI**

Additional 2006 Congressional Race Advertising

2006 POLITICAL ADS: MONTANA SENATE
Montana Democratic Party: "Influence"

Published Tuesday, Jan. 31, 2006

Producer: Squier Knapp Dunn

Running Time: 0:30

Debut Date: Jan. 28, 2006

Ad Buy: statewide in Montana

Cost: Not available

Summary: "Burns is delivering all right: but not for Montana," the ad tells viewers.

- [More About This Ad](#)
- [More Ads From This Race](#)

Script of "Influence" (TV)

CONRAD BURNS [from ad]: I don't know who Abramoff influenced, but he never influenced me...

(Text on screen: Senator Conrad Burns)

ANNOUNCER [v/o]: But after receiving \$5,000 from indicted lobbyist Jack Abramoff's associate, Sen. Burns changed his vote, helping Abramoff.

(Text on screen: FEC reports; Roll Call, 3/1/05 "Burns changed vote on bill about the Marianas islands" [Missoulian, 1/21/06])

Burns says: "Set the record straight." Montana's newspapers do just that: "Burns changed position after donation."

(Text on screen: [Billing Gazette, 12/3/05])

"Burns helped Abramoff tribes get money."

(Text on screen: [Billings Gazette, 11/24/05])

Burns is delivering all right: but not for Montana.

The Montana Democratic Party is responsible for the content of this ad.

*(Text on screen: Paid For By The Montana Democratic Party;
www.MontanaDemocrats.org; And Not Authorized By Any Candidate Or Candidate's
Committee)*

[[Ad Spotlight Main Page](#)]

Need A Reprint?

National Journal Group offers both print and electronic reprint services, as well as permissions for academic use, photocopying and republication. [Click here](#) to order, or call us at 877-394-7350.

ADVERTISEMENT



Need an easier way
to reach the decision makers?

ADVERTISEMENT

Copyright 2005 by National Journal Group Inc.
The Watergate · 600 New Hampshire Ave. NW
Washington, DC 20037
202-739-8400 · fax 202-833-8069

2006 POLITICAL ADS: MONTANA SENATE
Conrad Burns For Senate: "Long Time"

Published Tuesday, Jan. 24, 2006

Producer: McCarthy Marcus
Hennings

Running Time: 0:60

Debut Date: Jan. 24, 2006

Ad Buy: statewide in Montana

Cost: Not available

Summary: Burns' debut ad denies any connection to Jack Abramoff and decries "partisan Democratic ads."

- [More About This Ad](#)
- [More Ads From This Race](#)

Script of "Long Time" (TV)

CONRAD BURNS: Folks here in Montana have known Phyllis and me for a long time...

(Text on screen: Senator Conrad Burns)

They also know the work that we've done for our home state.

Now, I'm not going to stand here and let the Democratic Party of Montana play politics with my reputation.

Those partisan Democratic ads are just that -- politics.

The worst kind of politics.

Montanans deserve better.

Now I've worked in and around stockyards all my life.

Those attack ads -- they're just a big bunch of you know what.

Plus, they are paid for by the same Democrats who took money from Jack Abramoff's clients.

He's the guy that ripped off his Indian clients for millions and lied to anybody and everybody.

I don't know who Abramoff influenced, but he never influenced me.

Montana is my life, and I'm proud of what I've done here.

So I am going to keep on doing the right thing: delivering on jobs, health care, agriculture, veterans and more.

That's why you elected me, and political attack ads won't stop that.

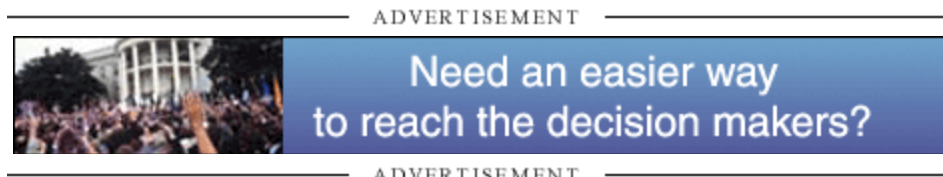
I'm Conrad Burns, and I approved this message to set the record straight.

(Text on screen: www.ConradBurns.com; Approved By Conrad Burns & Paid For By Friends Of Conrad Burns 2006)

[[Ad Spotlight Main Page](#)]

Need A Reprint?

National Journal Group offers both print and electronic reprint services, as well as permissions for academic use, photocopying and republication. [Click here](#) to order, or call us at 877-394-7350.



Copyright 2005 by National Journal Group Inc.
The Watergate · 600 New Hampshire Ave. NW
Washington, DC 20037
202-739-8400 · fax 202-833-8069

**2006 POLITICAL ADS: RHODE ISLAND SENATE
Club For Growth: "Bells & Whistles"**

Published Wednesday, Feb. 1, 2006

Producer: Warfield & Company

Running Time: 0:60

Debut Date: Jan. 28, 2006

Ad Buy: WPRO (630-AM)

Cost: Not available

Summary: "Chafee votes against the Republican Party more often than any other Republican," the announcer tells listeners.

- [More About This Ad](#)
- [More Ads From This Race](#)

Script of "Bells & Whistles" (Radio)

ANNOUNCER: Some radio ads try to grab you with sound effects. Others use flashy music. But sometimes all it takes to get your attention is a single, amazing fact. Like this:

In the U.S. Senate, Lincoln Chafee votes against the Republican Party more often than any other Republican.

That's right. Chafee votes with liberal Democrats John Kerry and Hillary Clinton over 60 percent of the time.

No wonder Chafee publicly proclaimed he didn't even vote to re-elect President Bush.

Chafee voted for higher income taxes and pushed \$48 billion in higher government spending.

Then, Chafee voted to spend \$233 million on that bridge to nowhere boondoggle up in Alaska.

Chafee voted to keep the death tax, maintain a high marriage-tax penalty and boost the capital gains tax.

That's amazingly liberal. That's Lincoln Chafee.

Call Sen. Chafee. Tell him Rhode Island can't afford high taxes.

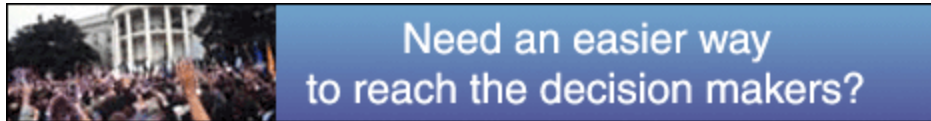
Paid for by the Club for Growth. On the Web at clubforgrowth.org.

[[Ad Spotlight Main Page](#)]

Need A Reprint?

National Journal Group offers both print and electronic reprint services, as well as permissions for academic use, photocopying and republication. [Click here](#) to order, or call us at 877-394-7350.

ADVERTISEMENT



ADVERTISEMENT

Copyright 2005 by National Journal Group Inc.
The Watergate · 600 New Hampshire Ave. NW
Washington, DC 20037
202-739-8400 · fax 202-833-8069

**2006 POLITICAL ADS: RHODE ISLAND SENATE
Club For Growth: "Impossible"**

Published Wednesday, Feb. 1, 2006

Producer: Warfield & Company

Running Time: 0:30

Debut Date: Jan. 28, 2006

Ad Buy: statewide in Rhode Island

Cost: Not available

Summary: "Tell Steve Laffey to keep fighting for taxpayers," an announcer tells viewers.

- [More About This Ad](#)
- [More Ads From This Race](#)

Script of "Impossible" (TV)

ANNOUNCER [v/o]: When the city of Cranston faced bankruptcy, some might have thought change was impossible.

Steve Laffey knew better.

Leaving a successful business career to become mayor, Laffey demanded a thorough audit, cut costs, took on the special interests and brought the city back.

Some may think fixing the federal budget is impossible, too.

But Steve Laffey knows it is possible to cut pork-barrel spending, keep taxes down and simplify the tax code.

Tell Steve Laffey to keep fighting for taxpayers.

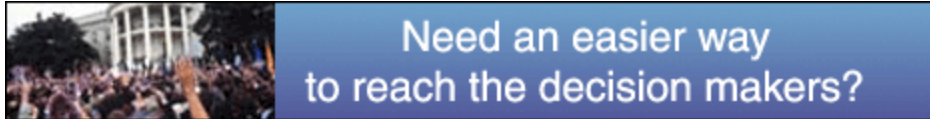
(Text on screen: 401-780-3110; www.ClubForGrowth.org; Paid For By The Club For Growth)

[[Ad Spotlight Main Page](#)]

Need A Reprint?

National Journal Group offers both print and electronic reprint services, as well as permissions for academic use, photocopying and republication. [Click here](#) to order, or call us at 877-394-7350.

ADVERTISEMENT



ADVERTISEMENT

Copyright 2005 by National Journal Group Inc.
The Watergate · 600 New Hampshire Ave. NW
Washington, DC 20037
202-739-8400 · fax 202-833-8069

2006 POLITICAL ADS: RHODE ISLAND SENATE

Matt Brown For Senate: "Oil"

Published Wednesday, Jan. 25, 2006

Producer: MacWilliams Robinson
& Partners

Running Time: 0:30

Debut Date: Jan. 24, 2006

Ad Buy: Not available

Cost: Not available

Summary: Brown pledges that, if elected, he'll "do what's right for Rhode Islanders no matter what the special interests say."

- [More About This Ad](#)
- [More Ads From This Race](#)

Script of "Oil" (TV)

MATT BROWN: It is costing us a fortune to heat our homes and drive to work.

(Text on screen: Paid For By Matt Brown For U.S. Senate)

We pay record prices while the big oil companies make record profits.

Then Congress gave the big oil companies \$6 billion in tax breaks and giveaways.

That's wrong. Congress needs to take that money back and use it to help people pay to heat their homes.

I'm Matt Brown. As your senator, I'll do what's right for Rhode Islanders no matter what the special interests say, and I approve this message.

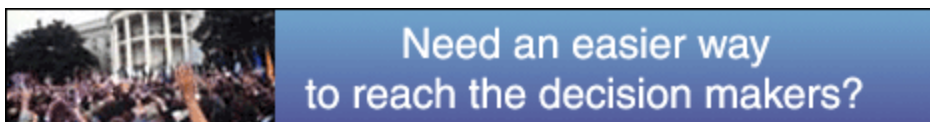
(Text on screen: Matt Brown for U.S. Senate)

[[Ad Spotlight Main Page](#)]

Need A Reprint?

National Journal Group offers both print and electronic reprint services, as well as permissions for academic use, photocopying and republication. [Click here](#) to order, or call us at 877-394-7350.

ADVERTISEMENT



ADVERTISEMENT

Copyright 2005 by National Journal Group Inc.
The Watergate · 600 New Hampshire Ave. NW
Washington, DC 20037
202-739-8400 · fax 202-833-8069

2006 POLITICAL ADS: RHODE ISLAND SENATE

Matt Brown For Senate: "34,000 Lobbyists"

Published Friday, Jan. 13, 2006

Producer: MacWilliams Robinson
& Partners

Running Time: 0:30

Debut Date: Jan. 13, 2006

Ad Buy: statewide on broadcast and
cable

Cost: Not available

Summary: "As your senator, I'll stand up to the Washington lobbyists, and do what's right for Rhode Islanders," Brown tells viewers.

- [More About This Ad](#)
- [More Ads From This Race](#)

Script of "34,000 Lobbyists" (TV)

MATT BROWN: Do you ever wonder why we're working harder to pay our bills, while the big oil and drug companies get away with record profits?

Here's the problem:

There are over 34,000 lobbyists in Washington making sure the special interests get theirs -- and we get the bill.

I'm Matt Brown. As your secretary of state, I fought the big drug companies to make prescription drugs more affordable for senior citizens.

As your senator, I'll stand up to the Washington lobbyists, and do what's right for Rhode Islanders.

I approve this message.

(Text on screen: www.mattdbrown.org; Paid For By Matt Brown For U.S. Senate)

[[Ad Spotlight Main Page](#)]

Need A Reprint?

National Journal Group offers both print and electronic reprint services, as well as permissions for academic use, photocopying and republication. [Click here](#) to order, or call us at 877-394-7350.

ADVERTISEMENT



Need an easier way
to reach the decision makers?

ADVERTISEMENT

Copyright 2005 by National Journal Group Inc.
The Watergate · 600 New Hampshire Ave. NW
Washington, DC 20037
202-739-8400 · fax 202-833-8069

2006 POLITICAL ADS: RHODE ISLAND SENATE
Matt Brown For Senate: "Reason"

Published Monday, Jan. 9, 2006

Producer: MacWilliams Robinson
& Partners

Running Time: 0:30

Debut Date: Jan. 5, 2006

Ad Buy: statewide on broadcast and
cable

Cost: Not available

Summary: The candidate tells viewers that if elected, "I'll do what's right for Rhode Islanders, so that all our sons and daughters have a better future."

- [More About This Ad](#)
- [More Ads From This Race](#)

Script of "Reason" (TV)

MATT BROWN: Last year, Kathy Turcotte's son left for Iraq.

Donna Varin worked two jobs so she could afford to heat her home.

And the cost of Mollie Romano's health care went up again.

They're the reasons I'm running for Senate and there's one more, our daughter, Ella.

(Text on screen: Marisa, Ella and Matt Brown)

I'm Matt Brown. As your senator, I'll do what's right for Rhode Islanders, so that all our sons and daughters have a better future.

To learn more, go to [Matt Brown.org](http://MattBrown.org). I approve this message.

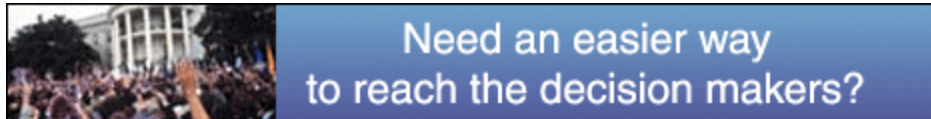
(Text on screen: www.mattbrown.org; Paid For By Matt Brown For U.S. Senate)

[[Ad Spotlight Main Page](#)]

Need A Reprint?

National Journal Group offers both print and electronic reprint services, as well as permissions for academic use, photocopying and republication. [Click here](#) to order, or call us at 877-394-7350.

ADVERTISEMENT



ADVERTISEMENT

Copyright 2005 by National Journal Group Inc.
The Watergate · 600 New Hampshire Ave. NW
Washington, DC 20037
202-739-8400 · fax 202-833-8069

2006 POLITICAL ADS: TENNESSEE SENATE

Harold Ford Jr. For Senate: "Don't Outsource Our Ports"

Published Monday, March 6, 2006

Producer: GMMB

Running Time: 0:30

Debut Date: March 6, 2006

Ad Buy: statewide

Cost: Not available

Summary: Addressing the ports controversy, Ford tells viewers he's "running for the Senate because we shouldn't outsource our national security to anyone."

- [More About This Ad](#)
- [More Ads From This Race](#)

Script of "Don't Outsource Our Ports" (TV)

(Text on screen: Congressman Harold Ford Jr.)

HAROLD FORD JR.: America's ports. Thousands of containers and cargo off-loaded every day.

I'm Harold Ford Jr.

President Bush wants to sell this port and five others to the United Arab Emirates -- a country that had diplomatic ties with the Taliban; the home of two 9/11 hijackers, whose banks wired money to the terrorists.

I'm running for the Senate because we shouldn't outsource our national security to anyone.

I'll fight to protect America and keep your families safe, and that's why I approved this message.

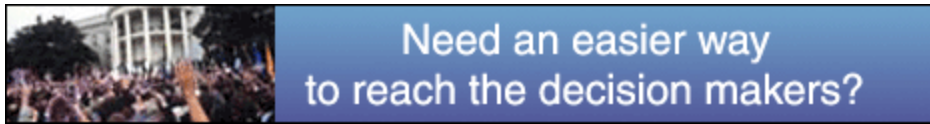
(Text on screen: FordForTennessee.com; Approved By Harold Ford, Jr. And Paid For By Harold Ford, Jr. For Tennessee)

[[Ad Spotlight Main Page](#)]

Need A Reprint?

National Journal Group offers both print and electronic reprint services, as well as permissions for academic use, photocopying and republication. [Click here](#) to order, or call us at 877-394-7350.

ADVERTISEMENT



ADVERTISEMENT

Copyright 2005 by National Journal Group Inc.
The Watergate · 600 New Hampshire Ave. NW
Washington, DC 20037
202-739-8400 · fax 202-833-8069

2006 POLITICAL ADS: VERMONT SENATE
Richard Tarrant For Senate: "St. Mike"

Published Tuesday, Feb. 21, 2006

Producer: Strategic Perceptions

Running Time: 0:30

Debut Date: Feb. 17, 2006

Ad Buy: statewide

Cost: Not available

Summary: This third ad features Bruce Stryhas -- one of Tarrant's old teammates from the St. Mike's basketball team.

- [More About This Ad](#)
- [More Ads From This Race](#)

Script of "St. Mike" (TV)

BRUCE STRYHAS: St. Mike's. This is where Rich, and all of us, learned how to face a big challenge and find a solution.

(Text on screen: In Our Last Episode... Rich Tarrant Wins A Basketball Scholarship To St. Mike's; Bruce Stryhas, St. Mike's teammate, Ludlow, Vermont)

Remember, Rich didn't even start in high school, but he became a two time All-American.

And led our team from little ol' St. Mike's to the College Final Four.

Perseverance. That's Rich.

I bet that's why he caught the eye of a coach named Red.

RICH TARRANT [v/o]: I'm Rich Tarrant, and I approved this message.

*(Text on screen: Stay Tuned... As Rick Joins The Greatest Team In Basketball;
www.Tarrant06.com; Approved By Rich Tarrant And Paid For By Tarrant For Senate,
Inc.; P.O. Box 1306, Burlington, VT 05402)*

[[Ad Spotlight Main Page](#)]

Need A Reprint?

National Journal Group offers both print and electronic reprint services, as well as permissions for academic use, photocopying and republication. [Click here](#) to order, or call us at 877-394-7350.

ADVERTISEMENT



Need an easier way
to reach the decision makers?

ADVERTISEMENT

Copyright 2005 by National Journal Group Inc.
The Watergate · 600 New Hampshire Ave. NW
Washington, DC 20037
202-739-8400 · fax 202-833-8069

2006 POLITICAL ADS: VERMONT SENATE
Richard Tarrant For Senate: "Best"

Published Friday, Jan. 27, 2006

Producer: Strategic Perceptions

Running Time: 0:30

Debut Date: Jan. 27, 2006

Ad Buy: statewide

Cost: Not available

Summary: This debut ad tells viewers that Tarrant "will stand head and shoulders above the rest as best for Vermont."

- [More About This Ad](#)
- [More Ads From This Race](#)

Script of "Best" (TV)

ANNOUNCER [v/o]: Next fall, we'll make a decision that could affect lives for decades. We'll choose Vermont's next U.S. senator.

It seems the race will come down to two men. One we know well. One we'll get to know well.

One is quite the talker. The other, quite the doer.

(Text on screen: www.Tarrant06.com)

Come November, one will stand head and shoulders above the rest as best for Vermont.

RICH TARRANT [v/o]: I'm Rich Tarrant, and I approve this message.

(Text on screen: Stay tuned...; Approved By Rich Tarrant And Paid For By Tarrant For Senate, Inc.; P.O. Box 1306, Burlington, VT 05402)

[[Ad Spotlight Main Page](#)]

Need A Reprint?

National Journal Group offers both print and electronic reprint services, as well as permissions for academic use, photocopying and republication. [Click here](#) to order, or call us at 877-394-7350.

ADVERTISEMENT



Need an easier way
to reach the decision makers?

ADVERTISEMENT

Copyright 2005 by National Journal Group Inc.
The Watergate · 600 New Hampshire Ave. NW
Washington, DC 20037
202-739-8400 · fax 202-833-8069

**2006 POLITICAL ADS: WISCONSIN SENATE
Herb Kohl For Senate: "Approval"**

Published Wednesday, March 15, 2006

Producer: AKP Message & Media

Running Time: 0:60

Debut Date: March 9, 2006

Ad Buy: statewide

Cost: Part of \$1 million buy

Summary: "My special interests are the people of Wisconsin," Kohl tells viewers.

- [More About This Ad](#)
- [More Ads From This Race](#)

Script of "Approval" (TV)

TOM SCHNEIDER: When he ran the Kohls stores, everybody knew Herb.

(Text on screen: Paid For By Herb Kohl For Senate)

Every checker, every stocker can tell you their own personal story about their relationship with Herb Kohl.

(Text on screen: Tom Schneider; COA Youth and Family Centers, Milwaukee, WI)

And I think as a senator he hasn't strayed far from that.

GREG NYCZ: He doesn't look for the limelight so people don't always know that he's behind the scenes helping in ways that touch their lives.

(Text on screen: Greg Nycz; Family Health Center; Marshfield, WI)

ANNOUNCER [v/o]: Herb Kohl. Investing in kids with afterschool programs and college scholarships.

(Text on screen: The Kohl Record: \$100 million for after-school programs; Source: Public Law 109-149, 12/30/05, DOJ/DOEd, FY '93-06; 2,400 Kohl scholarship winners; Source: www.kohleducation.org)

Expanding access to health care for small businesses and farmers.

(Text on screen: Source: S. 637, Public Law 109-97, 11/10/05)

Battling the drug companies to lower prescription costs for seniors.

(Text on screen: Source: S. 334, S. 445, HR 1, Vote #459, 11/25/03)

Targeting illegal drugs and gun violence to save young lives.

(Text on screen: Source: S. 103, 2/5/05, Public Law 109-92, 10/26/05)

LAUREN MITTERMANN: Sen. Kohl's commitment to children is very genuine.

(Text on screen: Lauren Mittermann; WI Teacher of the Year, 1999)

GEORGE MCKINNEY: He knows how people live. He knows their needs.

(Text on screen: George McKinney, Milwaukee, WI)

DON RADTKE: Instead of just standing back there and jaw-jacking, he comes through for us.

(Text on screen: Don Radtke, Merrill, WI)

TOM SCHNEIDER: It's about what can he do to leave something behind and make this a better place for everyone who lives in this state.

HERB KOHL: My special interests are the people of Wisconsin. Those are my special interests.

I'm Herb Kohl, and I approve this message.

[[Ad Spotlight Main Page](#)]

Need A Reprint?

National Journal Group offers both print and electronic reprint services, as well as permissions for academic use, photocopying and republication. [Click here](#) to order, or call us at 877-394-7350.

ADVERTISEMENT



Need an easier way
to reach the decision makers?

ADVERTISEMENT

Copyright 2005 by National Journal Group Inc.
The Watergate · 600 New Hampshire Ave. NW
Washington, DC 20037
202-739-8400 · fax 202-833-8069

**2006 POLITICAL ADS: WISCONSIN SENATE
Herb Kohl For Senate: "Bulk"**

Published Wednesday, March 15, 2006

Producer: AKP Message & Media

Running Time: 0:30

Debut Date: March 9, 2006

Ad Buy: statewide

Cost: Part of \$1 million buy

Summary: This ad emphasizes Kohl's opposition to the Medicare prescription drug program.

- [More About This Ad](#)
- [More Ads From This Race](#)

Script of "Bulk" (TV)

HERB KOHL: There is no business that has buying power that doesn't negotiate discount.

(Text on screen: Sen. Herb Kohl; Paid For By Herb Kohl For Senate)

That's the whole point.

ANNOUNCER [v/o]: In business, Herb Kohl bought in bulk to drive down costs. So when Congress banned Medicare from negotiating lower-priced prescriptions, Kohl said no.

(Text on screen: Source: HR1, vote #459, 11/25/03)

Now he's fighting to repeal that backroom deal.

HERB KOHL: The pharmaceutical industry gives big amounts of money to politicians. So here they got their payoff.

(Text on screen: "Drug Companies To Benefit From Medicare"; United Press International, 6/29/03)

It is really rotten, and it stinks, and it's something that we must eradicate.

I'm Herb Kohl, and I approved this message.

[[Ad Spotlight Main Page](#)]

Need A Reprint?

National Journal Group offers both print and electronic reprint services, as well as permissions for academic use, photocopying and republication. [Click here](#) to order, or call us at 877-394-7350.

ADVERTISEMENT



Need an easier way
to reach the decision makers?

ADVERTISEMENT

Copyright 2005 by National Journal Group Inc.
The Watergate · 600 New Hampshire Ave. NW
Washington, DC 20037
202-739-8400 · fax 202-833-8069

CQ

Every District. Every State. Every Day.

From Congressional Quarterly

Bob Benenson, Editor • About CQ • CQ Products • Advertise • Contact CQ

EMERGENCY NOTIFICATION & INCIDENT MANAGEMENT

Search this site

Go

Get
CRS Reports

ADVERTISEMENT

XML RSS feed | **414** Sign up for daily headlines via e-mail

← President '08: DNC Plan Takes on Primary 'Front-Loading' |
Main | Under Term-Limit Attack, Wamp Gets a Helping Hand
From Above →

MD Senate: Lichtman Relishes Underdog Status

By Brendan Spiegel | 9:57 AM; Mar. 14, 2006

Many Marylanders already know American University Professor Allan Lichtman for his frequent on-air political commentary. But Lichtman hopes his latest television appearance in his new role — as a candidate for the U.S. Senate — will make a far bigger splash.

Lichtman is running in the crowded Sept. 12 Democratic primary for the seat left open by retiring five-term Sen. Paul S. Sarbanes. Lichtman launched a television ad on Friday, making him the first candidate to hit the airwaves in what promises to be an exciting and expensive race.

Lichtman went all out — or all wet — to launch his paid media with a touch of humor.

The ad begins with Lichtman standing on the banks of the C&O Canal not far from his home in the Maryland suburbs of Washington, D.C. "You could send a conventional politician to the Senate and it'll be like throwing a pebble in a pond," says Lichtman, illustrating by hurling a small stone into the canal. "A little bit of a ripple, and nothing will change."

The ad then shows Lichtman jumping into the canal himself, and

We Keep You
on Top of the Hill

C-SPAN

Created
by Cable.
Offered as a
Public Service.

then saying, "Or let's make a big splash and together change Washington."

Lichtman hopes the spot will bring some notice to his upstart bid for the Democratic nomination. Most attention so far has focused on the two seasoned politicians widely regarded as the front-runners for the nomination: 10-term Rep. Benjamin L. Cardin of the 3rd District, who raised an impressive \$2.8 million last year, and Kweisi Mfume, who is well known as the former NAACP president and a House member who represented the 7th District from 1987 to 1996.

Also running for the nomination are businessman Joshua Rales, forensic psychiatrist Lise Van Susteren, former Baltimore County Executive Dennis F. Rasmussen and socialist activist A. Robert Kaufman.

Lichtman has been running to Cardin's left, claiming the congressman has not opposed President Bush's agenda strongly enough, particularly on the Iraq war, the controversial domestic surveillance provisions of the Patriot Act and importation of less expensive prescription drugs from foreign countries.

The political scientist, who is making his first bid for public office, is not discouraged by his underdog status. He cited past upset winners in the state, including Democratic Rep. Chris Van Hollen — who outran heavily favored Kennedy family scion Mark K. Shriver in the 2002 8th District primary — and Robert L. Ehrlich Jr., who in 2002 defeated another member of that famous political clan, Kathleen Kennedy Townsend, to give Republicans their first gubernatorial victory since 1966 in a state that leans strongly Democratic.

"You never know who's going to win in Maryland. The front-runner usually does not win," says Lichtman. "I always tell people to get behind the candidate you believe in, not the candidate you think is going to win."

Lichtman, who mortgaged his house last year to help fund his candidacy, says he hasn't hired any political consultants or pollsters and will rely heavily on volunteers. "We're running an efficient, grass-roots campaign," says Lichtman. "We're not wasting money on hucksters or handlers. Everyone here is a worker."

Lichtman also thinks the crowded primary will help his bid, noting personal contact will be vital in a race in which the victor may well win less than a majority of votes. "That's a great advantage for us as a grass-roots campaign," says Lichtman. "We can contact voters directly to win this race."



ADVERTISEMENT

