



A DECADE OF SUCCESS



N.J. legislative elections results: Democrats fend off GOP funding, Christie campaigning

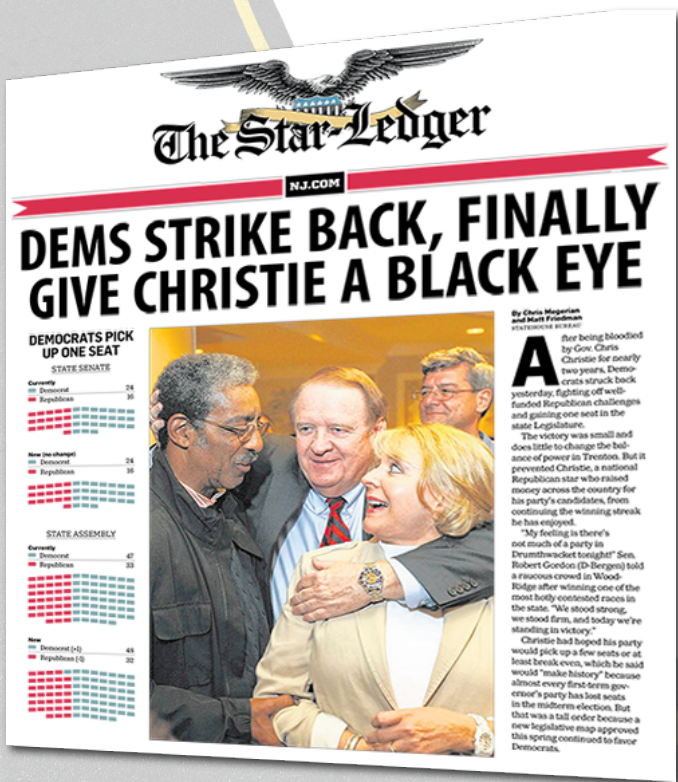
TRENTON — New Jersey voters, the less than 33 percent who turned out, let Republican Gov. Chris Christie know Tuesday who they want controlling the Legislature for the last two years of his term: the Democrats.

Incumbent Democrats and Republicans in the Senate and Assembly won re-election, including Democratic Senators Jim Whelan in Atlantic County, Robert Gordon in Bergen County and Linda Greenstein in Mercer and Middlesex counties who turned away strong efforts by Republicans to unseat them.



For over a decade, Michael Muller & Totten Communications have steered the campaign and media strategy for New Jersey's Democratic Assembly Campaign Committee.

Over six consecutive election cycles, DACC and the Totten team have set a new standard for capturing and maintaining the Democratic majority. Employing state-of-the-art campaign methods they have won new seats and protected vulnerable incumbents at every turn.





2013 ELECTION

Legislative Democrats Confront Their Greatest Challenge...

Governor Chris Christie Cruises to a 22 Point Victory!

There was little doubt that presidential want-to-be Chris Christie was well on his way to a landslide victory over what can kindly be called a sacrificial lamb. This wildly popular Republican governor, basking in a warm glow of unremitting national press adulation, had DACC and its legislative majority firmly in his sights.

Riding his surging wave of popularity, Christie aggressively targeted the Democratic legislature by putting his money where his mouth was. In his zeal to defeat a Democratic legislature and demonstrate his ideological conversion and political command of a blue state, the governor went so far as to pay for and appear in a flight of network television in New York City, the most expensive media market in the country.



And The Totten Team Delivers Again!



Governor Christie reveled in his historic victory margin. Why not? He carried some competitive districts by 30 points! Yet, despite the popular Republican's tsunami, Democrats in both houses of the New Jersey legislature held every seat in their respective majorities.

In short, our team of seasoned professionals was able to win races that in days gone by would have faced almost certain defeat.

Legislative Democrats Jubilant!

To defeat this Christie juggernaut, we needed to be even more effective. So we designed a candidate specific modeling program that enabled us to fashion our message, tailor our media, guide our field program and set a new gold standard for the most sophisticated legislative caucus campaign operation in America.

Innovative Message Development & Delivery Won The Day!

The Totten Team was guided by a revolutionary combination of voter modeling methods developed by Tom Bonier and the research professionals at **Clarity Campaign Labs** and **Target Smart**.

Bonier's unique methodology enabled us to better understand our electorate. It enabled us to identify the unique group of voters who were supporting the governor but who could be convinced to cross over and vote for Democratic legislative candidates.



DEMOCRATS, UNIONS CELEBRATE NEW JERSEY STATEHOUSE WINS

Democrats and their organized labor allies poured more than \$20 million into state legislative races in New Jersey, and that investment appears to have paid off. In the wake of Tuesday's election, the party retained control of the Garden State Legislature despite a 20-percentage-point out-

These "Christiecrats" became a critical target.

This sophisticated identification program combined with cutting-edge advertising and media placement enabled us to effectively deliver our winning message to these persuadable voters.

Top-Flight Advertising That Cuts Through The Clutter!

For decades, Totten Communications has consistently produced the highest quality television, radio, and internet advertising in the political media industry. Our custom tailored commercials again provided the winning edge.

Snatching victory from the jaws of defeat!



"I'm convinced their television ads got me elected. There is no other way of explaining how I went from being the least known candidate to finishing as the top vote getter in a four-way race."

- Assemblyman Joe Lagana - NJ District 38



Charting A New Way Forward

**From Coast to Coast, City Hall to the Halls of Congress,
the Courthouse to the Statehouse...**

THE TOTTEN TEAM HAS LED THE WAY TO VICTORY!

Striking out in a new direction is never easy. Trusting innovative tacticians to chart your course and having experienced hands implement your strategy will take you a long way.



With more than a century of combined experience, our veteran staff of political professionals and communications specialists have successfully guided the efforts of candidates seeking public office, state parties, legislative caucuses, civic and business organizations as well as industry associations and organized labor.

We are experts in caucus & campaign management, grass roots organizing, direct mail, multi-platform media and internet communications.

312 Montgomery Street, Alexandria, Virginia 22314

Phone: (703)548-2400 Email: Info@TottenCommunications.com Website: www.TottenCommunications.com