THE UPDATED LAY OF THE LAND

In May of 2015, CTR separated from its parent organization, American Bridge, and became its own SuperPAC. This structure allows CTR to retain its independence but coordinate directly and strategically with the Hillary campaign. This work is necessary now more than ever.

Even though the 15 Republican candidates are vying against each other for the nomination, their primary target is Hillary Clinton. And it's not just the Republican candidates attacking Hillary Clinton. The deliberate, malicious, methodical, and well-funded campaign by the right is amplified by a slew of non-candidate national SuperPACs and projects dedicated to preventing a Clinton presidency, the Republican Party apparatus, the Benghazi Select Committee, and the right-wing media establishment. That is what Correct The Record is fighting against.

CORE FUNCTIONS AND PRODUCTS

First, We run defense against any and all attacks in real time as the primary arm of response and pushback against the Republican party and outside groups.

Second, The team fills the space in the conversation contrasting Clinton with her opponents.

Third, We serve as a quote desk to counter balance Clinton critics through media monitoring and rapid response.

Fourth, The team arms more than 300 surrogates with facts and talking points to spread the message and the facts on cable and other news.

To perform these functions, we deploy products targeted to specific audiences.

First, we produce pushback documents. These are research-based documents refuting false information, which come in various forms. Some of the pushback documents are research analyses, others are talking points and some are blog-style posts made specifically for the web. We distribute these pushback documents, as needed, to members of the media, key surrogates, pundits, opinion leaders, and to grassroots Hillary supporters online.

Second, we produce digital and social media content. Integrating our research and earned media operations, our digital team disseminates our information via social networks, uses social media to engage grassroots supporters, and produces stand-alone digital products. Depending on the content, strategy and goal, these products may be targeted to members of the media, political influencers or the grassroots audiences.

Third, we provide media statements and foster positive media relations with Clinton beat reporters, producers and editors. Our communications team is constantly in touch with the media and provide, whether in our own voices or in the voices of surrogates, a constant stream of statements to the press on all things Clinton related. And because media relations isn't just going on the record, some of our team's most important work is killing bad stories before they ever get written.

Fourth, our team undertakes deep dive research. This work powers all of our activities by closely examining and mining Secretary Clinton's real record spanning decades and packaging that material for public consumption.

METRICS

PRODUCTS:

- Correct The Record has produced, literally, **thousands of pages** of research documents including deep research dives into Clinton's record as Secretary of State, U.S. Senator, U.S First Lady, Arkansas First Lady, and outside of public life since the May 15 split. Overall, CTR has produced more than 750 original research documents totaling well over 15,000 pages.

- **REPUBLICAN CONTRAST DOCUMENTS:** Correct The Record published **over 30** thematic reports showing the similarity of the GOP's extreme views, across the field, on a number of issues including immigration, equal pay, caring for our veterans, choice, and voting rights. These reports contrasted Clinton's positions with those of her competitors, by topic. Correct The Record contrasted Clinton's record with **14** Republican candidates.

- **STRATEGIC MEMOS:** Since separating from American Bridge, CTR has published **11** strategic memos, bringing the total to **21** in CTR's overall existence. The memos were placed with the media and each one outlined an emerging theme, framework, or strategy related to the 2016 election and either Clinton or her GOP-rivals. The strategy memos themselves led to stories in a number of news outlets including National Journal, Politico, USA Today, MSNBC and The Hill. But more importantly, these deep-dive strategy memos impacted the framework for dialogue about 2016, Clinton, and her competitors.

- **ONLINE:** CTR has produced **over 300 online graphics and web-videos,** which have led to over **4.6 million** times that CTR's content and message were reviewed online since May 15. Overall, CTR has produced more than 400 graphics and web videos, generating more than **8.6 million** impressions.

- **ENGAGING OPINION LEADERS:** CTR has engaged trusted names as validators of Clinton's record to defend and support her in the pages of newspaper opinion sections across the country. Correct The Record has placed 132 op-eds nationally and in strategic local markets. Since May 15, CTR has helped write and place **36** op-eds across the country in a number of publications including Politico, Times Union, Huffington Post, CNN, Washington Blade, and New Jersey's Bergen Record.

ACTIVITIES:

- **MEDIA RELATIONS:** Correct The Record staff members have conducted **over 900** on-the-record and off-the-record media interviews, including **over 150** since CTR became independent of AB, to correct facts in stories going to print or on air, to counter-punch and balance Republican attacks on Clinton, and to kill negative stories before they are even published.

- **IMPACTING THE DIALOGUE:** CTR has identified **372 surrogates including** influential and frequent **pundits** on broadcast and cable news for Presidential 2016 politics and provided them **around 80 sets of talking points**, background materials and briefings on topical issues to defend and accurately portray Clinton and her record since the split, more than 400 in total.
    - Correct The Record hosted **8** media training sessions in New Hampshire, Nevada, Ohio, Colorado, Minnesota, Michigan, DC, and at the DNC meeting, attended by nearly 150 surrogates since the split. In total, CTR has held 16 training sessions in California, New Hampshire, Iowa, Nevada, and South Carolina. To better prepare themselves to defend and promote Hillary Clinton, **over 200 surrogates** have attended these trainings.

    - Correct The Record also distributes media advisories to **960 members of the national media and 10,756 regional reporters in 28 states** including Wisconsin, Florida, South Carolina, Kentucky, Iowa, New Hampshire, Pennsylvania, Colorado, California, Virginia, North Carolina, and Ohio**.** Talking points and memos are also distributed regularly to **369 televisions producers and bookers**.

- **SPREADING THE MESSAGE: Over 15,000** individuals receive Correctors emails, urging them to engage on social media to amplify Correct The Record's message in real time as an online rapid-response team. Correct The Record has also sent emails to the larger Ready for Hillary list, which have been consumed more than 400,000 times.