

STATE OF THE RACE

Nate Morris continues to burn money introducing himself, but his image with Republican primary voters is upside down (16/20). Given this, it's important that Nate's true record continues to be exposed in the coming weeks to provide additional pressure on his attempted growth. Preventing public momentum and squeezing any potential donors or supporters will pay dividends. Denying Nate Morris any opportunity at free air to introduce himself is critical — ensuring he remains in third on the ballot and continuing to raise his unfavorables in the short term should be the top of priority of anyone seeking to defeat him. This will happen as more voters across the state see his real record on broadcast, Fox News, Newsmax, and eventually Sports.

Daniel Cameron will continue to erode his ballot share as Nate presents an alternative and alerts voters to the race (DC has already dropped from 51 to 39, but his image remains strong). DC is not a focus or priority at this time, but that could change. Andy Barr has remained consistent at roughly 20% on the ballot throughout the year. This would soon change if Barr makes a paid introduction of himself outside of his Lexington base. Barr would likely look to establish himself as the very conservative candidate in the race who has a proven record of working with Trump and as someone who will do even more with Trump to keep America moving in the right direction. The data has shown repeatedly this is not a change election — right direction is at 77%. Simply put, Barr and Trump are kicking ass in Washington, and with Barr in the Senate fighting for Trump, we'll kick even more ass. The opposite of a throw the trash out message. Exposing Nate's true record is central to making that message stick.

As the public video content expresses, Nate Morris is “full of shit,” and more Kentucky conservatives need to know it.