

STATE OF THE RACE — August 26, 2026

The Iowa Senate Race is now a “toss-up” race according to media reports and 3 polls in the last 48 hours confirm such, with one public poll showing Hinson up 4, and two private polls showing a much closer race (refer to the data shared as part of data sharing agreement).

The Turek campaign is on-air, as is SLF and WinSenate. A Hinson Joint Fundraising Committee has been running Anti-Turek advertising, but public files show that comes to an end on August 30. The Hinson campaign has moved up their buy and public files now show they are going up statewide beginning August 29.

Additional air-cover is needed to support Hinson in this close race. Any allies wishing to help should engage in contrast advertising beginning September 1. Messaging targeted statewide on streaming (heavy) and on Broadcast in Des Moines, Cedar Rapids, and Sioux City would help move the needle. Cable penetration is lousy in Iowa, so cable buys are not efficient at the moment.

Effective contrast messaging could center around the following:

Ashley Hinson has a bi-partisan record of always showing up to deliver for Iowa.

Examples include:

— Ashley fought to strengthen maternal healthcare, lower the cost of childcare, make birth control available over the counter, and help educate women on stillbirth prevention.

- Ashley helped pass year-round E-15 to lower gas prices for our families and create new markets for our farmers.

- Ashley helped pass the Farm Bill to strengthen crop insurance and lower costs for our producers.

- Ashley passed bipartisan legislation - signed into law under President Biden - to improve mental healthcare access for Iowa veterans living in rural areas, named for Sgt. Brandon Ketchum - a rural Iowa veteran who took his own life after being turned away at the VA.

- Ashley worked to deliver \$50 billion to expand access to high-quality, affordable healthcare in rural Iowa.

- Ashley is taking on Big Pharma and Big Health Insurance to lower prescription drug costs and premiums.

- Ashley voted to ban members of Congress from trading stocks and introduced legislation to ban betting on prediction markets for members of Congress.

Josh Turek is a far-left liberal who missed more than 58% of votes in the legislature (and believe's that doesn't really matter to lowans), but when he does show-up, he votes/acts like a liberal...

- Turek believes illegal immigrants should be allowed to vote.

- Turek supports taxpayer benefits for illegal immigrants.

- Turek attempted to protect criminal illegals from deportation and encourage local law enforcement not to cooperate with ICE.

- Turek voted against work requirements for Medicaid for able-bodied men.

- Turek is bought and paid for by liberal dark money groups, with Chuck Schumer allies spending over \$10 million to get him elected.

Contrast messaging showing Ashley Hinson as a bi-partisan fighter for Iowa and Josh Turek as a failed liberal who is out-of-touch with lowans is key to moving this race in the right direction. Additional negative messaging is not what is needed right now given where the ballot and images currently stand. We have negative air-cover and public files show that will continue at substantial levels.