

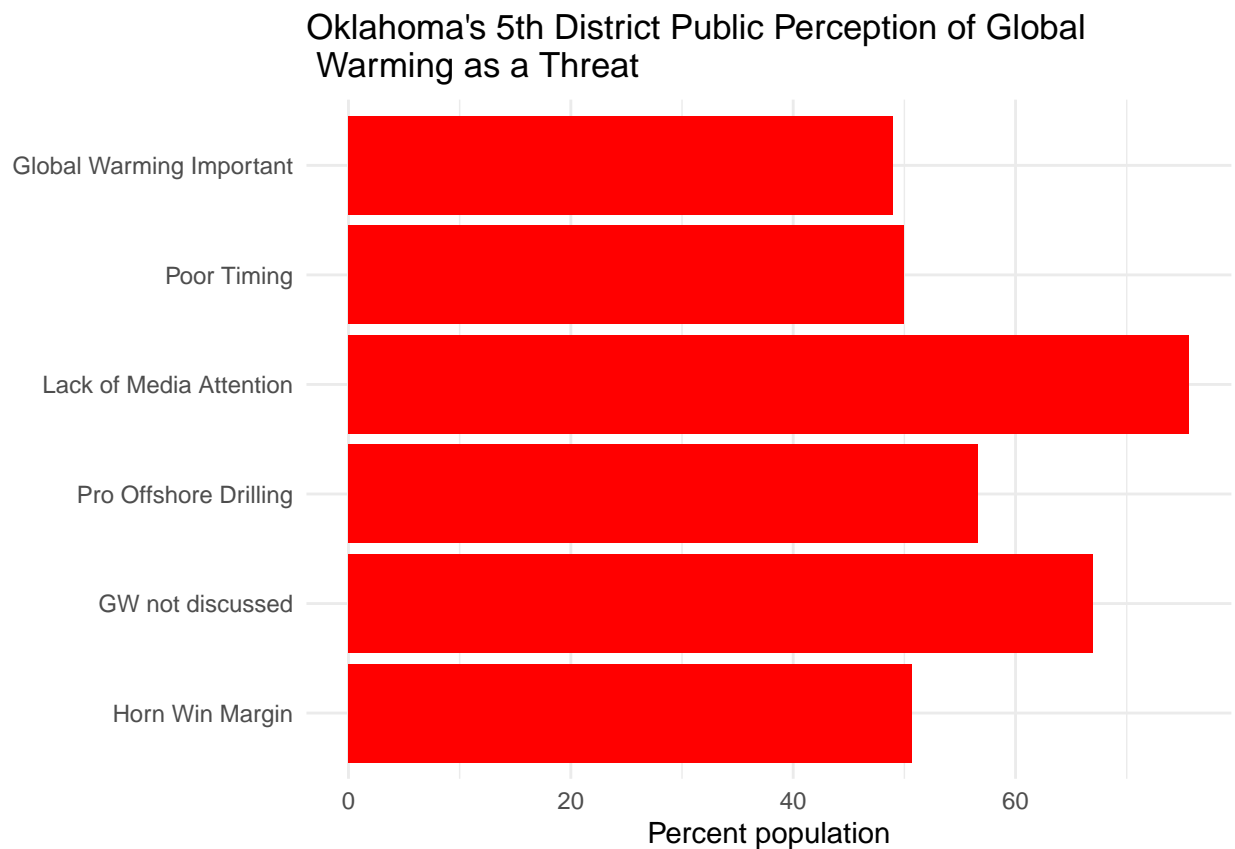
Targeting Oklahoma's 5th District in Renewable Energy

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1. Policy Campaign: **Ready for 100**. We are opposing renewable energy and siding with our conservative counterparts.
2. Member of Congress: **Rep. Kendra Horn (D)** - Oklahoma District 5, 2018-2020

By manipulating the data variables consistent with renewable energy: "fundrenewables", drill-off-shore", "discussOppose", and Representative Kendra Scott (D) was isolated because of her progressive and centre position on select issues. By identifying her progressive stance, especially within Oklahoma's majorly conservative 5th District, we knew she did not align with the majority of her constituents. Public opinion could pivot support for an environmental campaign as well as hers. In the interest of fun, we support the "anti-environmental" audience in order to remove Rep Horn or convince her to oppose the policy.



3. Key Public Audience

The oil and natural gas drilling industry of Oklahoma's 5th Congressional District is a pivotal audience in determining support, or lack thereof, for the Ready for 100 campaign. Rep. Kendra Horn's moderately progressive stance does not fully align with her majority conservative constituents; public opinion would urge her to oppose. As a member of the House Committee on Science, Space, and Technology, and a 83.32% estimated percentage for support funding research into renewable energy sources, Horn would be more inclined to introduce electrical and solar energy technology to reach clean energy standards. Key district stakeholders such as Devon Energy and Chesapeake Energy and Continental Resources along with the rest of the district's heavily influenced drilling industry are threatened by this transition as it jeopardizes jobs and the districts' financial livelihood.

Rep Horn's 1.4 percentage points defeat over incumbent Rep. Steve Russell (R) and LCV score of 93 does not warrant incumbency for the next election. This small portion of voters could easily be swayed to replace Rep Horn in the next election. A more conservative candidate focused on maintaining jobs within the drilling industry and not pursuing progressive climate change policy would have more success with Oklahoma's 5th District constituents.

4. Political Advertisement

The Reject Ready for 100 campaign will create television and print ads to reach its constituents, many of whom work in the oil and natural gas industry, and will be affected by Ready for 100 if it's implemented in Oklahoma. This ad will encourage constituents to tell Representative Horn to reject Ready for 100 because it puts their jobs at risk.

Political Ad: Oil and natural gas workers and their families are deeply concerned about Kendra Horn's support for Ready for 100, the clean energy campaign that will hurt Oklahoma's booming industries. Clean energy initiatives will affect our state's workers, their families, and their communities' livelihood by forcing oil and natural gas workers out of their jobs, and replacing them with new "clean" technology to mobilize a "clean energy revolution", putting many Oklahomans at risk of falling into poverty within the next decade and increasing customers' utility bills.

Tell Kendra Horn: Protect our Workers, Protect their Jobs, Reject Ready for 100.

References for Section 3 (Key Public Audience)

Ballotpedia - Oklahoma 5th Congressional District 2020 Election: https://ballotpedia.org/Oklahoma%27s_5th_Congressional_District_election,_2020

Ballotpedia - Kendra Horn: https://ballotpedia.org/Kendra_Horn

Ballotpedia Stephanie Bice: https://ballotpedia.org/Stephanie_Bice

Census Reporter Congressional District 5, OK: <https://censusreporter.org/profiles/50000US4005-congressional-district-5-ok/>

Reuters - Oklahoma Oil Bust Article :<https://www.reuters.com/investigates/special-report/usa-oklahoma-bust/>

U.S. Census Bureau - My Congressional District - Oklahoma District 5: <https://www.census.gov/mycd/?st=40&cd=05>

AMP Research Lab - My District 2020: <https://www.apmresearchlab.org/representingus/2020profiles#my-district>