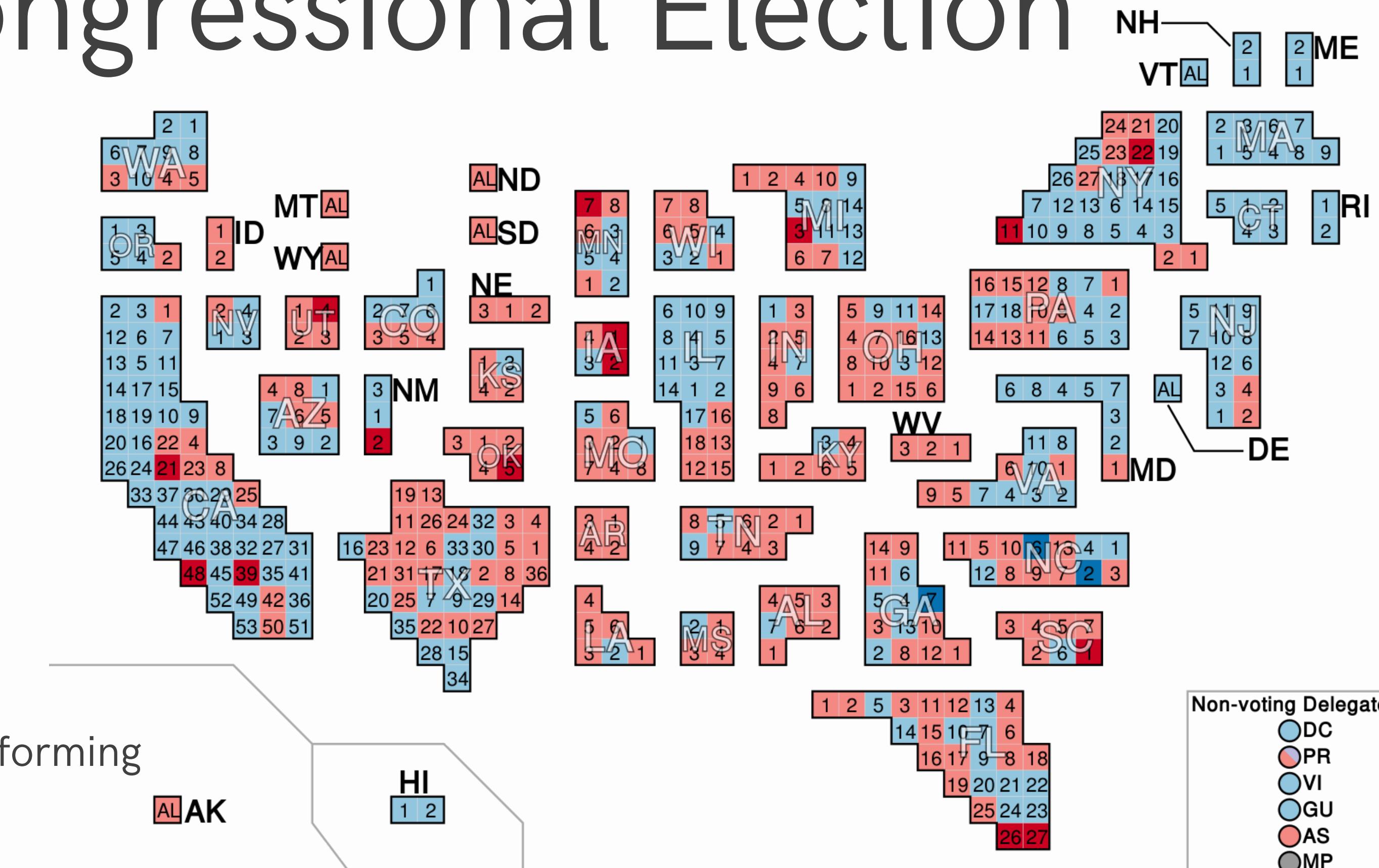


SAMUEL WILLIAMS

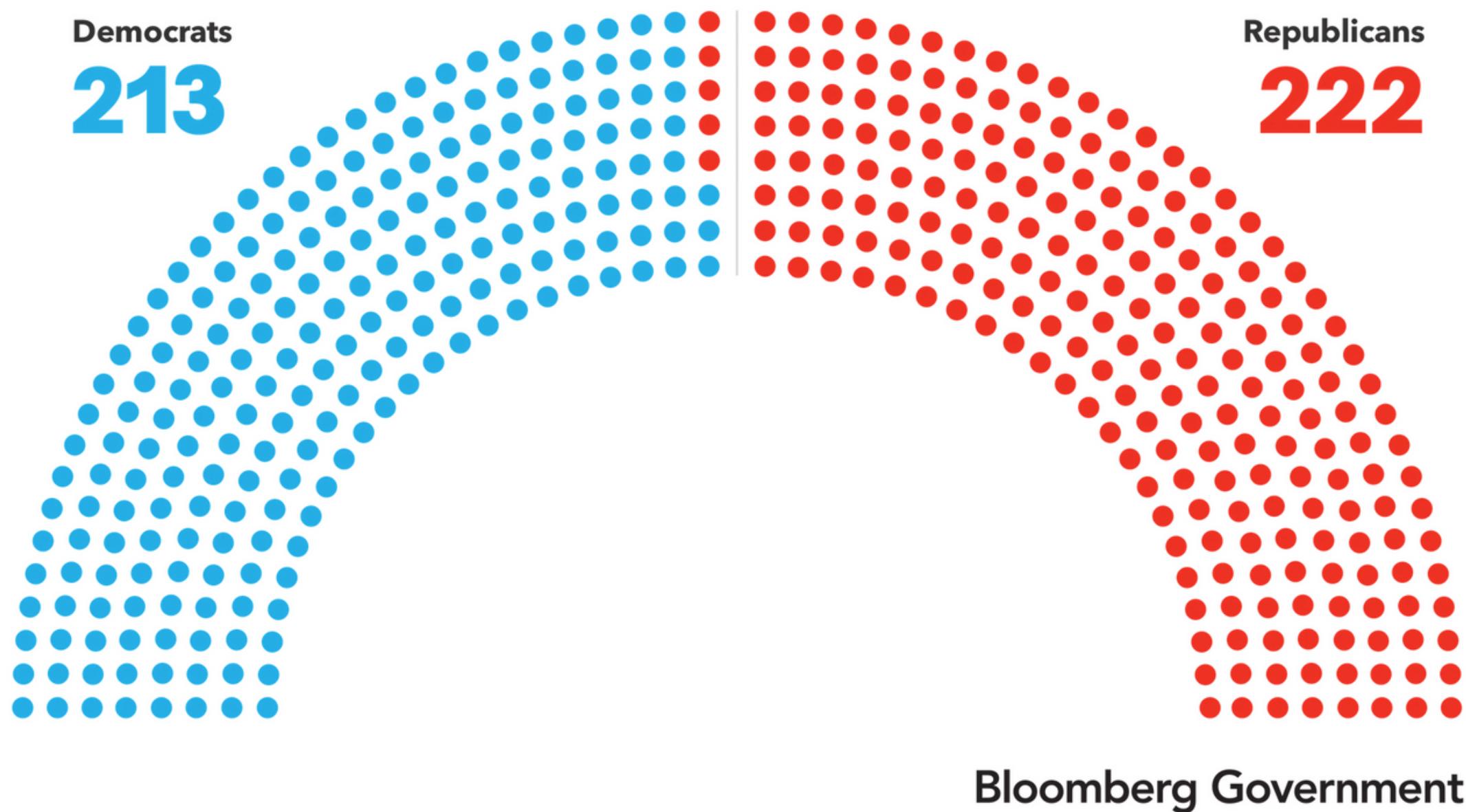
2024 Congressional Election Strategy



Midterms in Review

2022

House Balance of Power



3-point Generic Ballot
Disadvantage for D's

Historically party in power
loses avg 26 seats

Democrats only lost 10 in
'22 with unfavorable base
metrics

Why No Bloodbath?

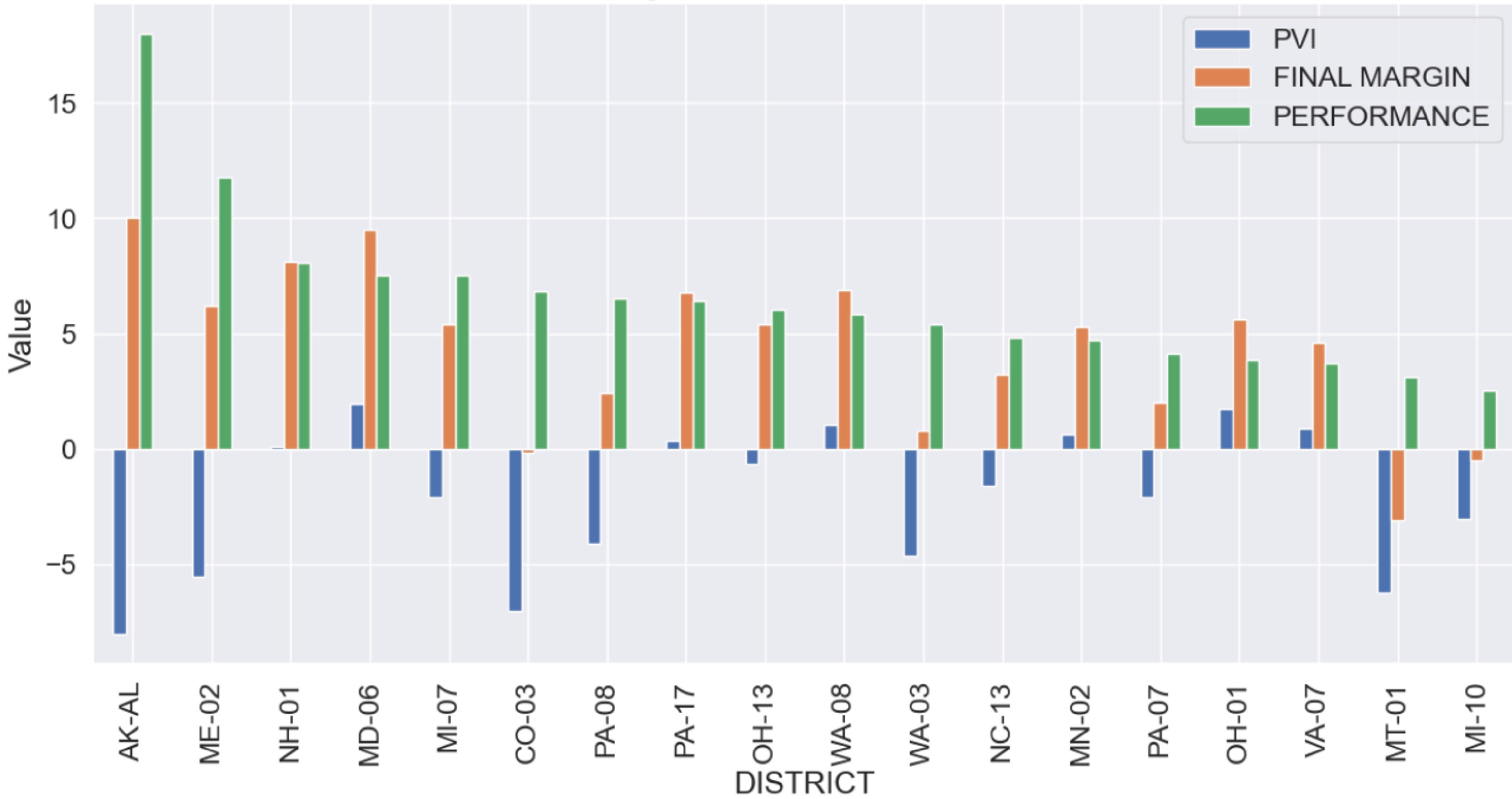
Dobbs Decision

Radical Opponents

Democracy on the ballot/
Election Denialism

**Candidates who overperformed
in their districts**

PVI, Final Margin, and Performance for each District



Had Coocoo Opponents



- Greg Landsman:
OH-1
- Emilia Sykes:
OH-13
- Wiley Nickel:
NC-13
- Adam Frisch:
CO-03

"MGP"

Largest Disadvantage with High Overperformance

- R+4.6 District
- Overperformance: 5.4 points

THE STORY

WHO IS
MARIE
GLUESENKAMP
PEREZ?



Chris Deluzio

- Pure Tossup District (D+0.3)
- Normal Opponent
- Overperformance: 6.5 points

CHRIS
DELUZIO
FOR CONGRESS



Dataset

Tweets already scored on:

- Bias (Partisan v Neutral)
- Message-
 - attack
 - policy
 - personal
 - information, etc.

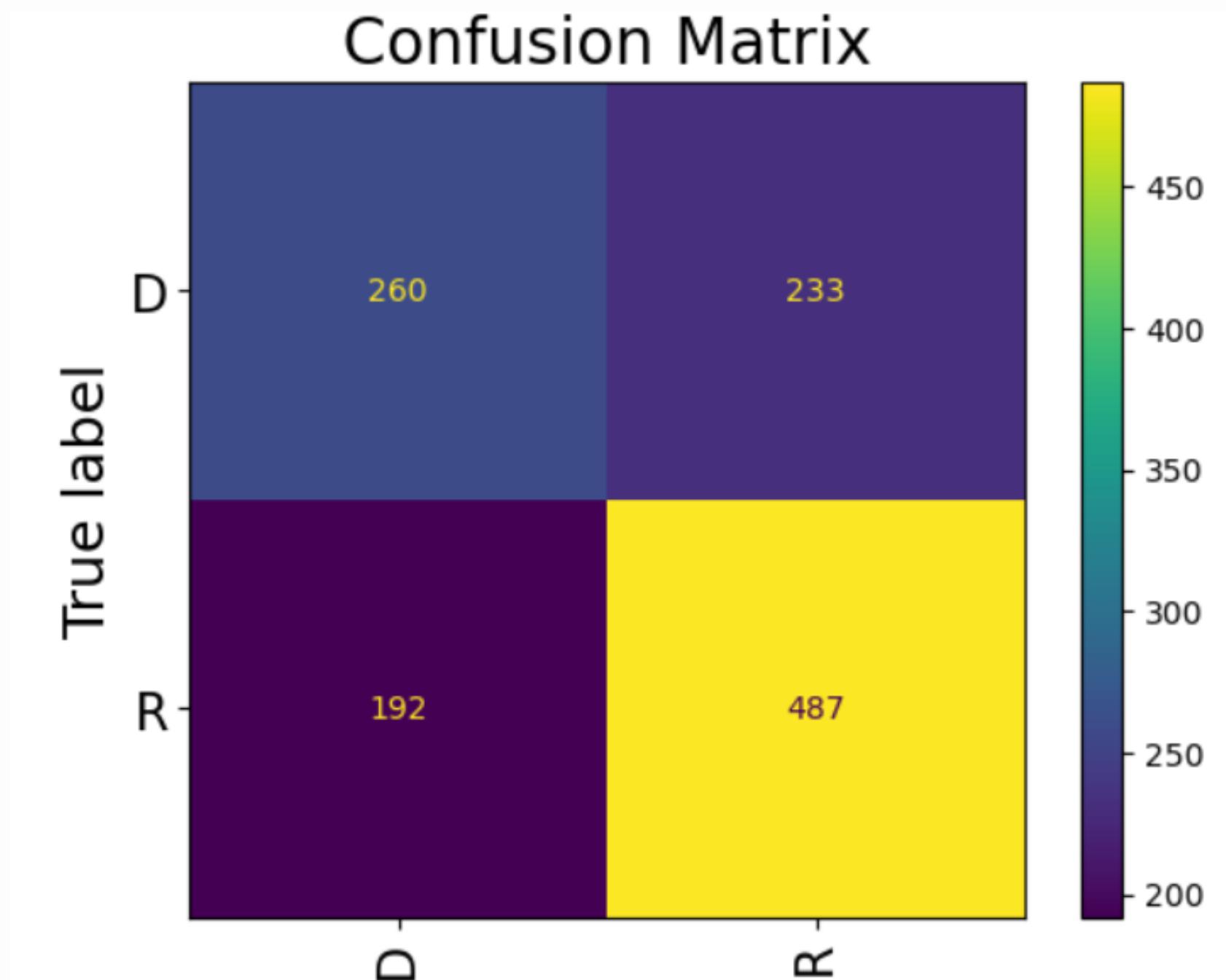
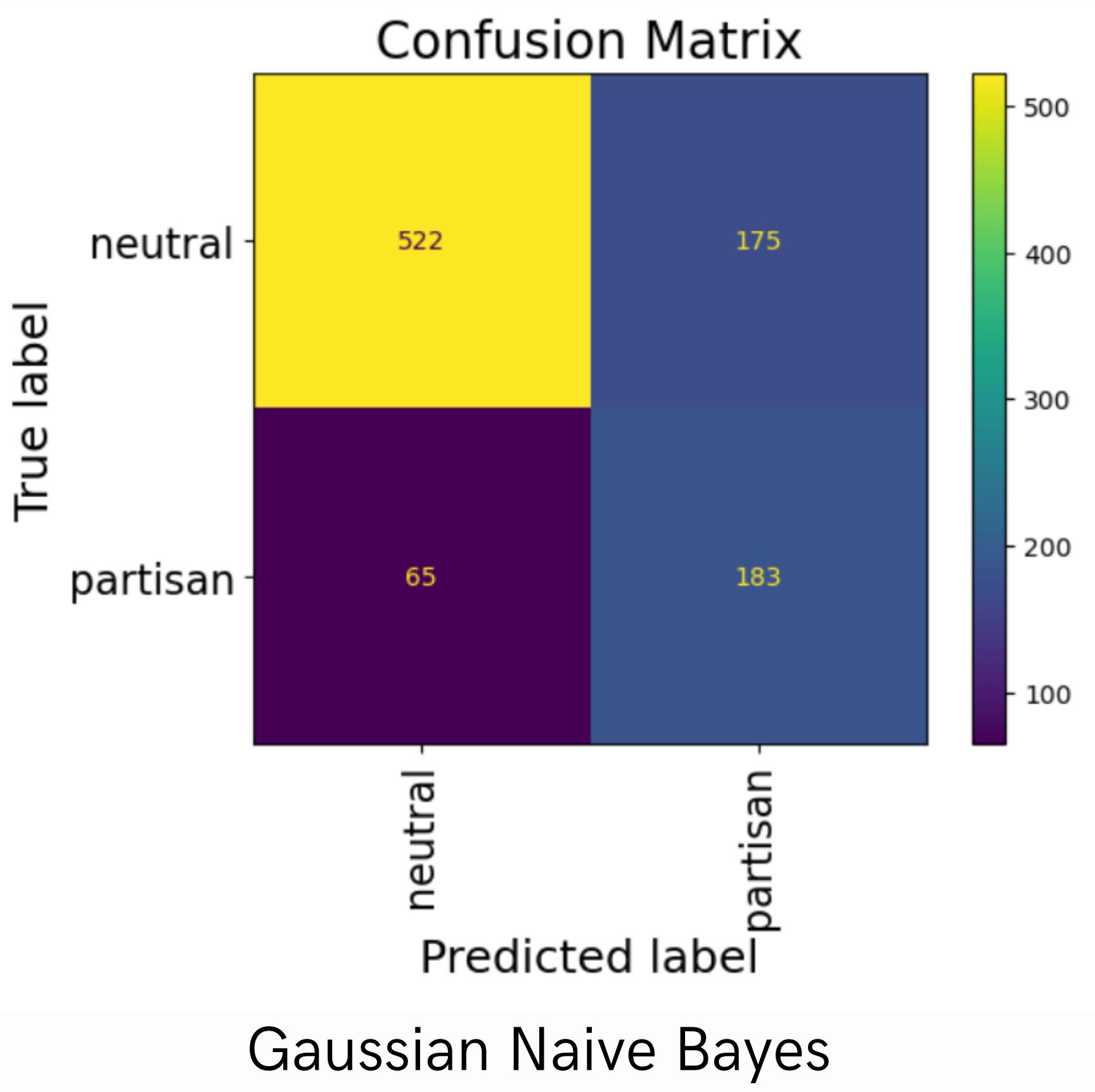
5000 tweets from US
Representatives and Senators

114th Congress

Dataset only had
member names

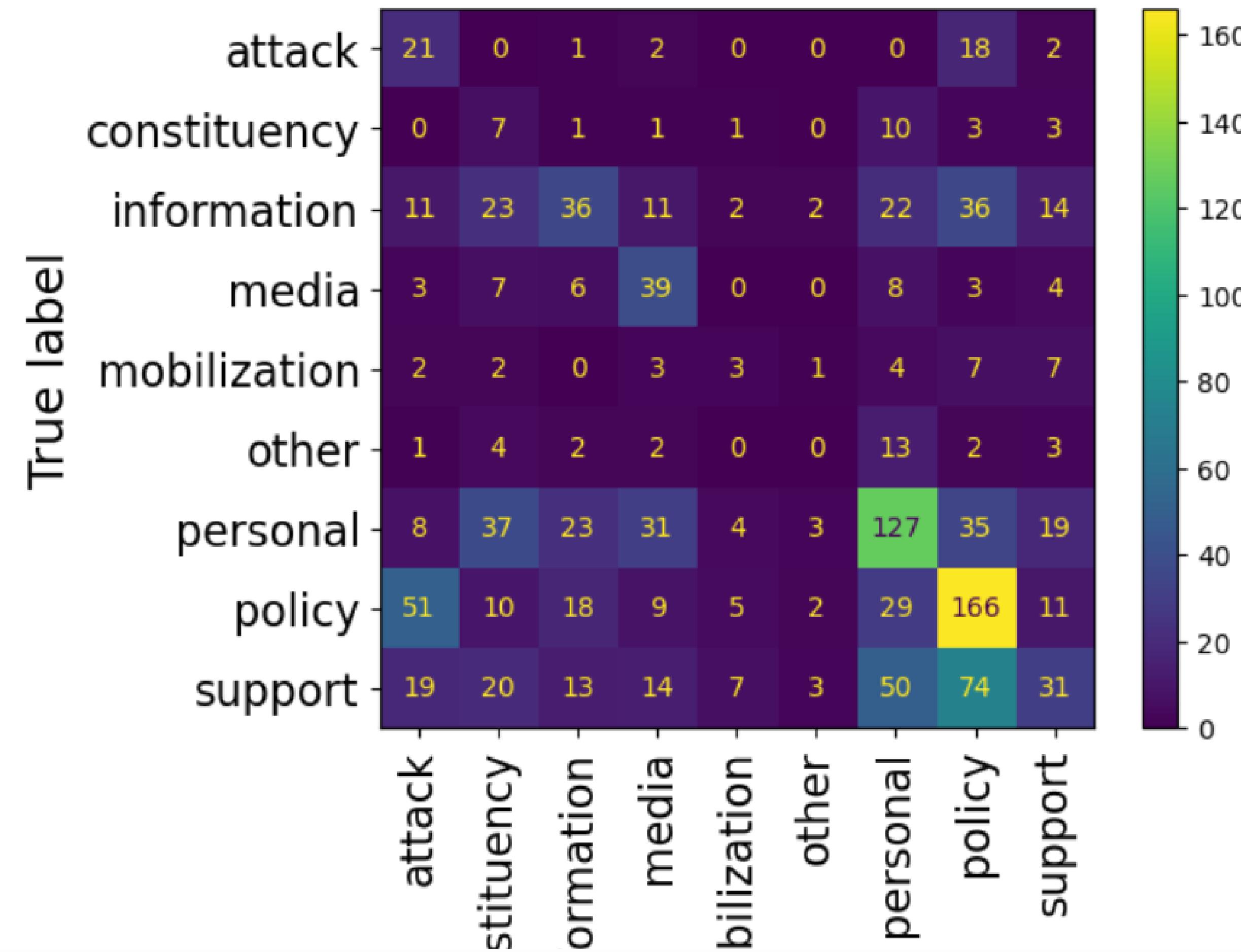
Used C-Span to map
out party affiliation of
547 members.

Models



MLPClassifier - Multi-Layer Perceptron Classifier (basic feedforward artificial neural network model)

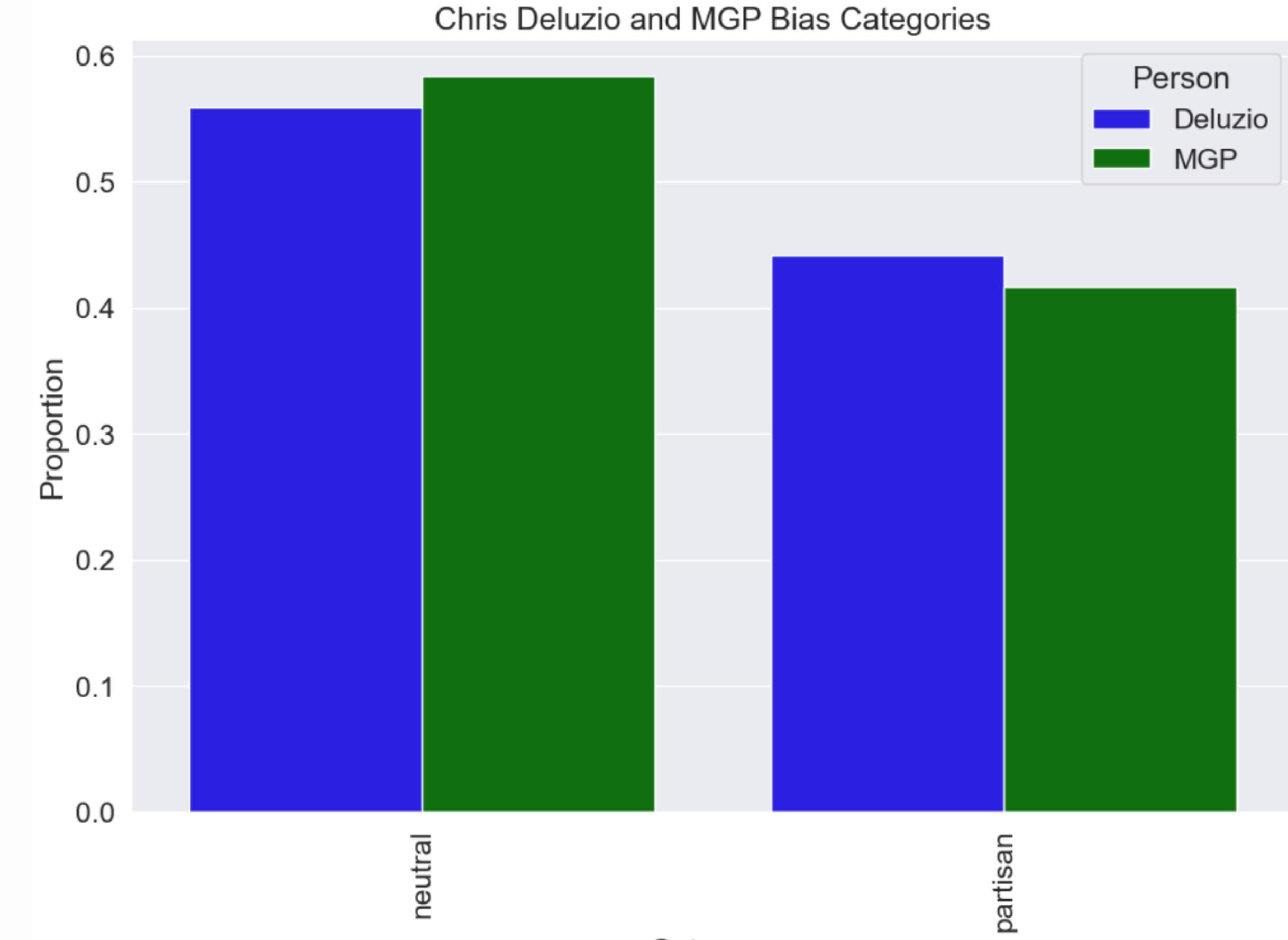
Confusion Matrix



Also Gaussian Naive Bayes
(was using multinomial
naive bayes, but the
word2vectorizer creates
negative values)

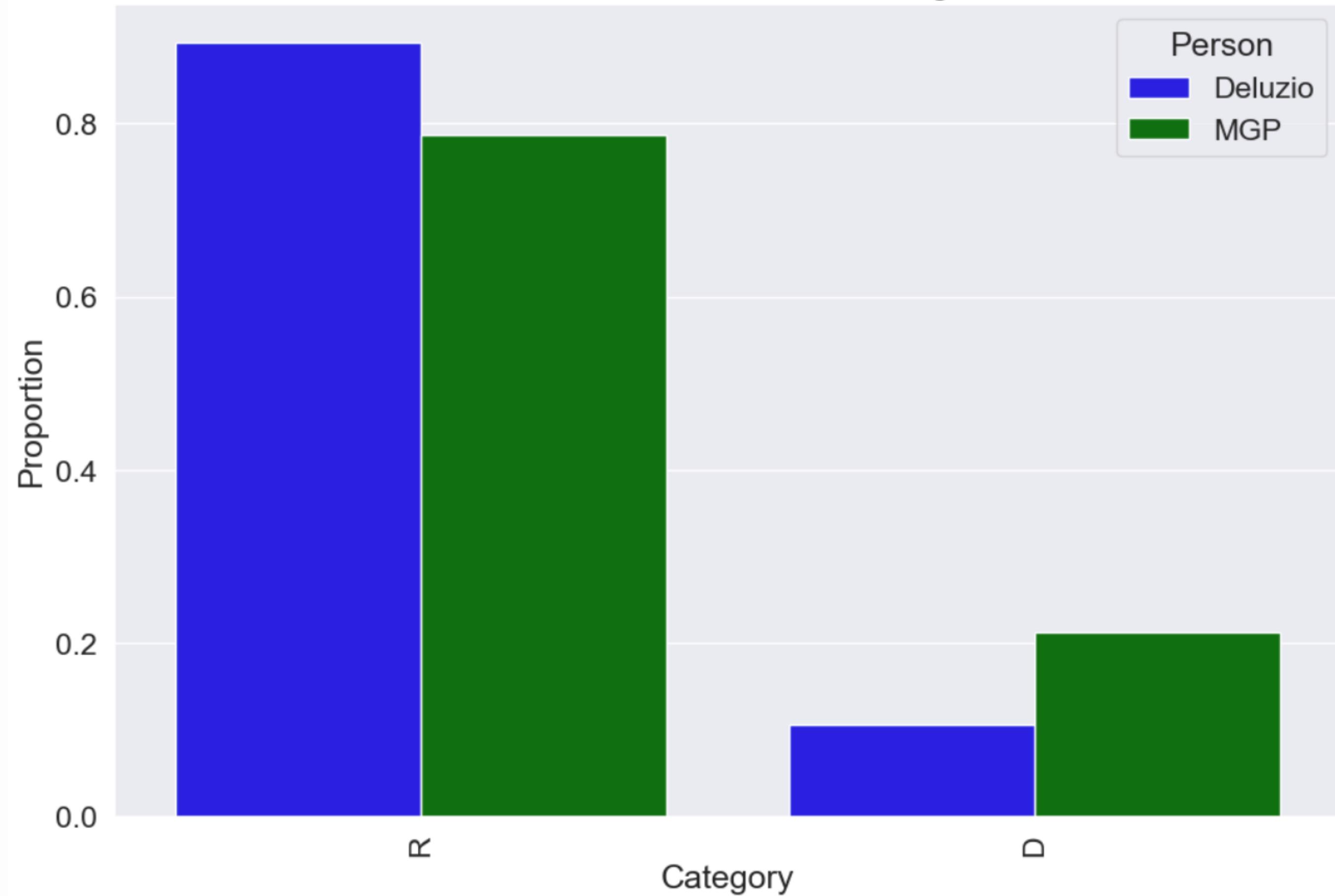
Fed the best model from each category a large collection of bespoke tweets

Partisan v. Neutral



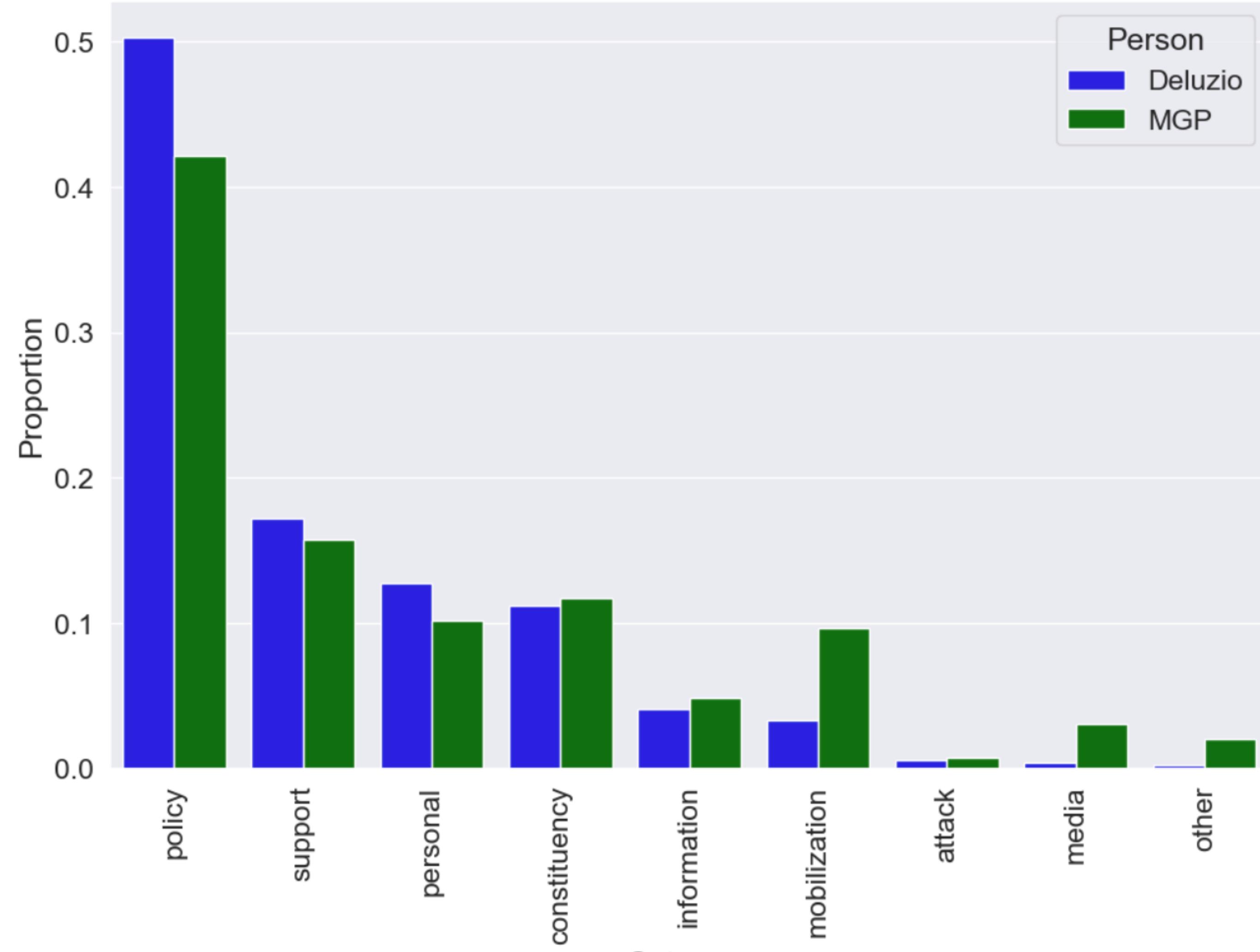
Democratic v. Republican in tone

Chris Deluzio and MGP Bias Categories



Messaging Categories

Chris Deluzio and MGP Message Categories

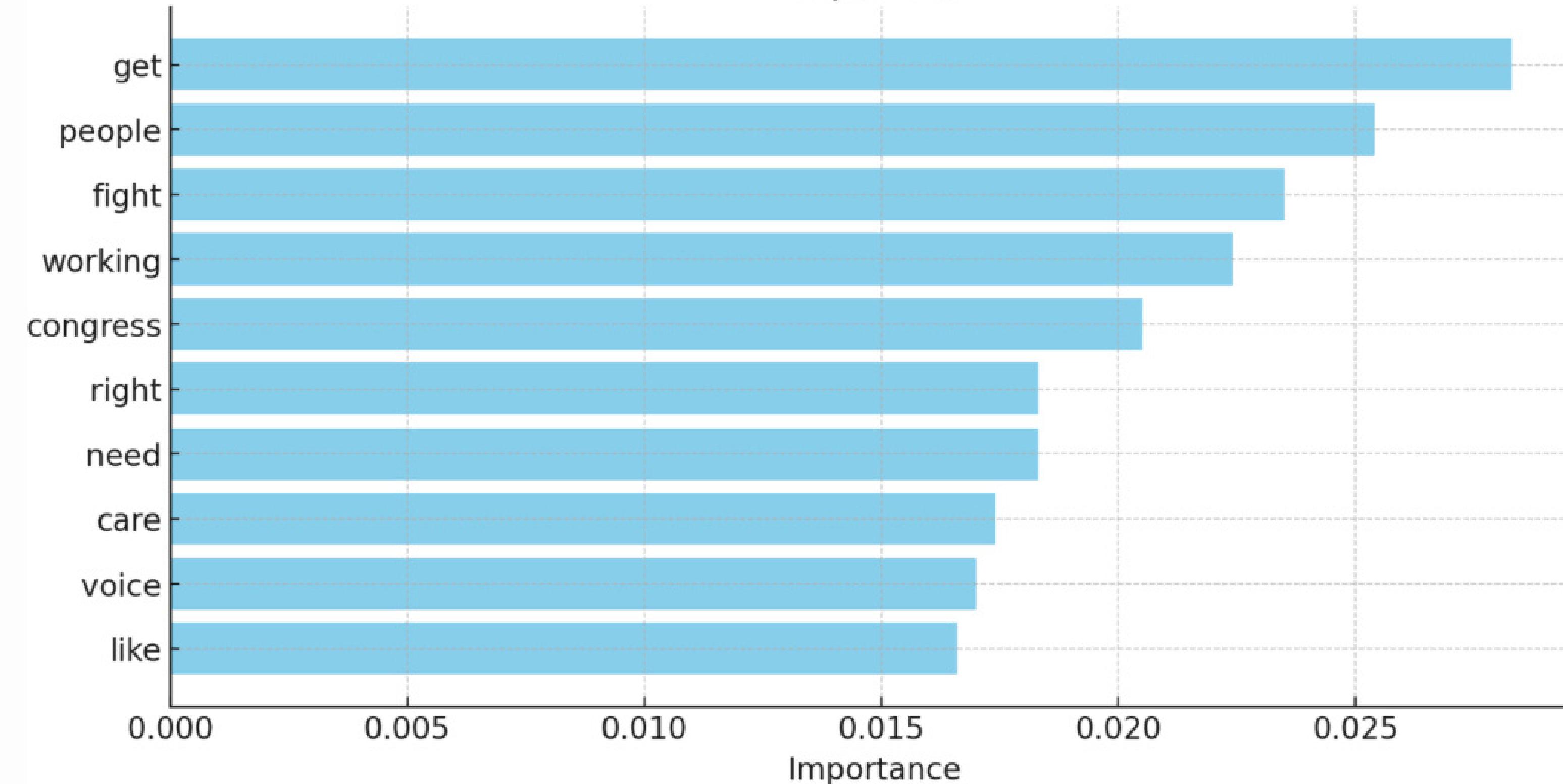


Then used my hand-crafted tweetset for Topic Modeling with Unsupervised Learning

Generic
"fight for
you"
messaging

Marie Gluesenkamp Perez

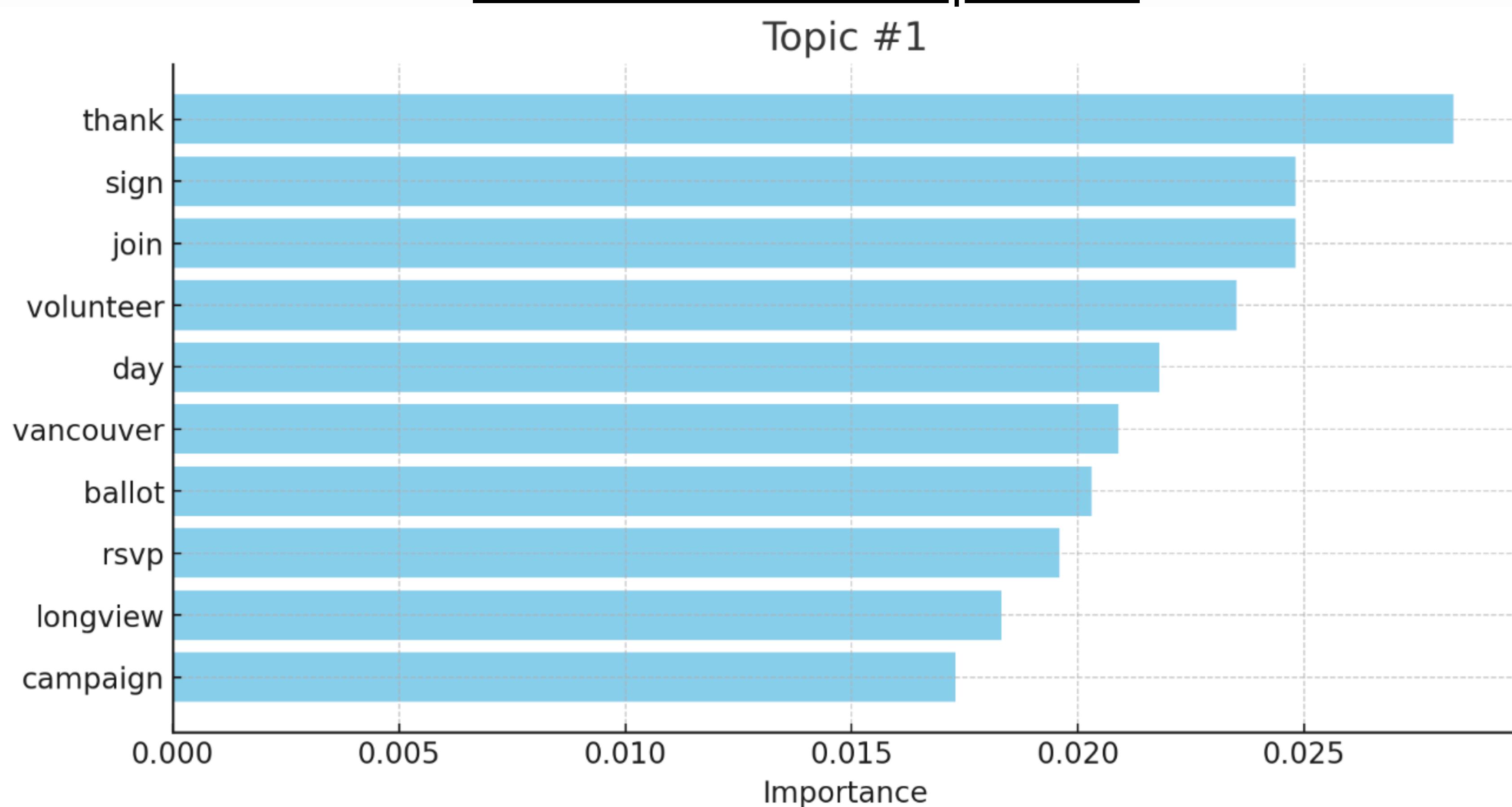
Topic #0



Recruiting and GOTV messaging (Vancouver)

Marie Gluesenkamp Perez

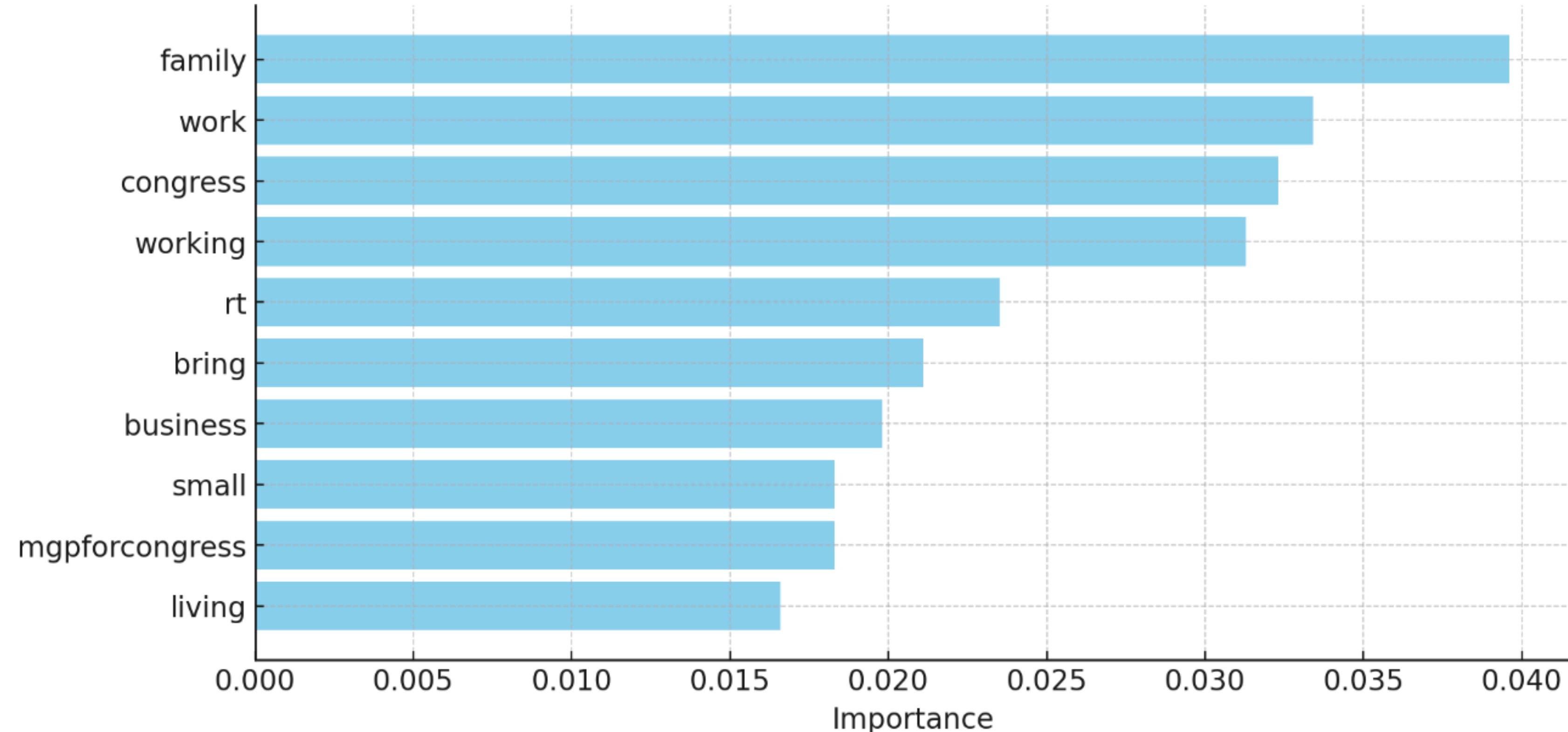
Topic #1



Working Class, Down-to-Earth, Small Business

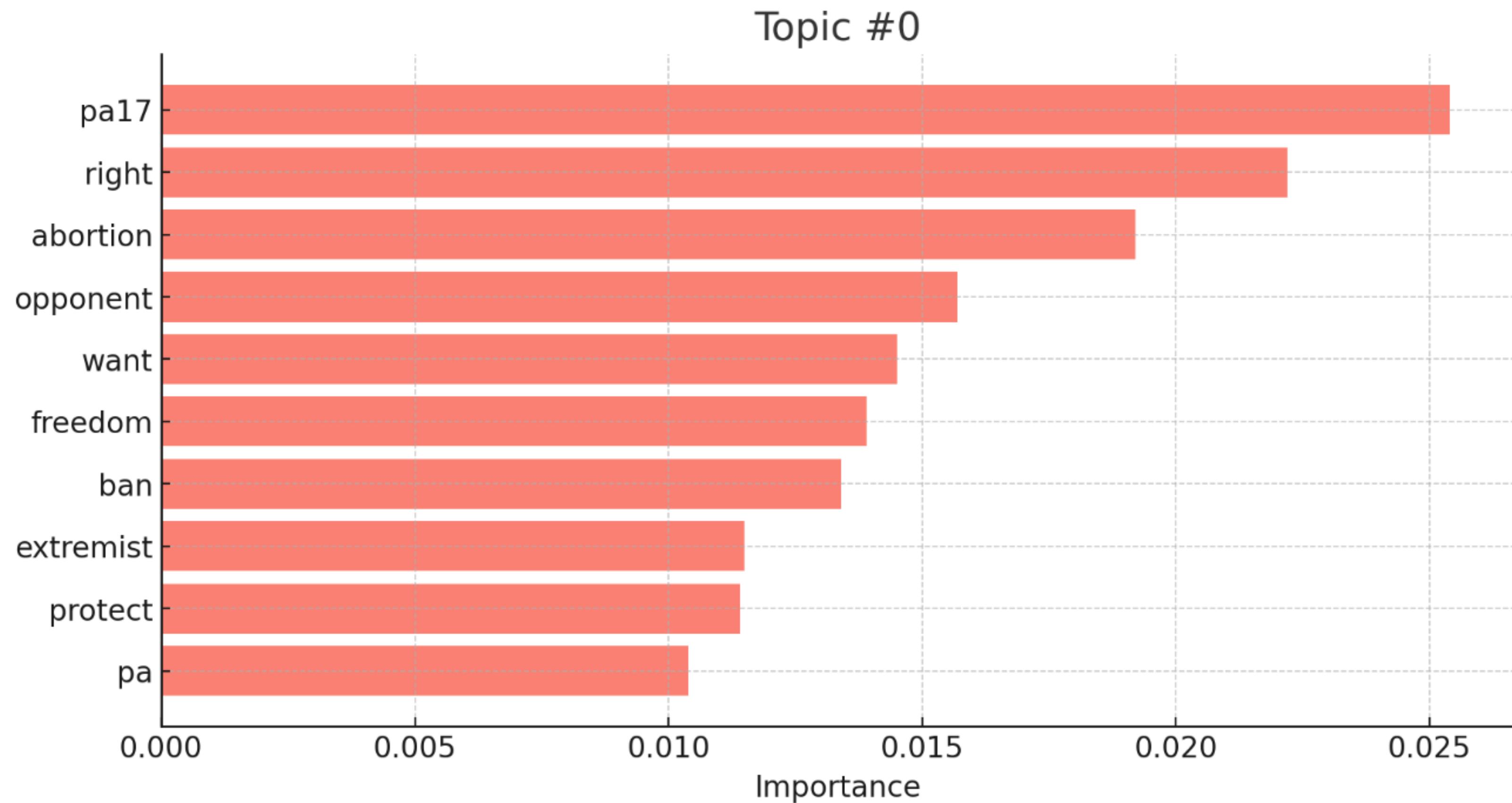
Marie Gluesenkamp Perez

Topic #3



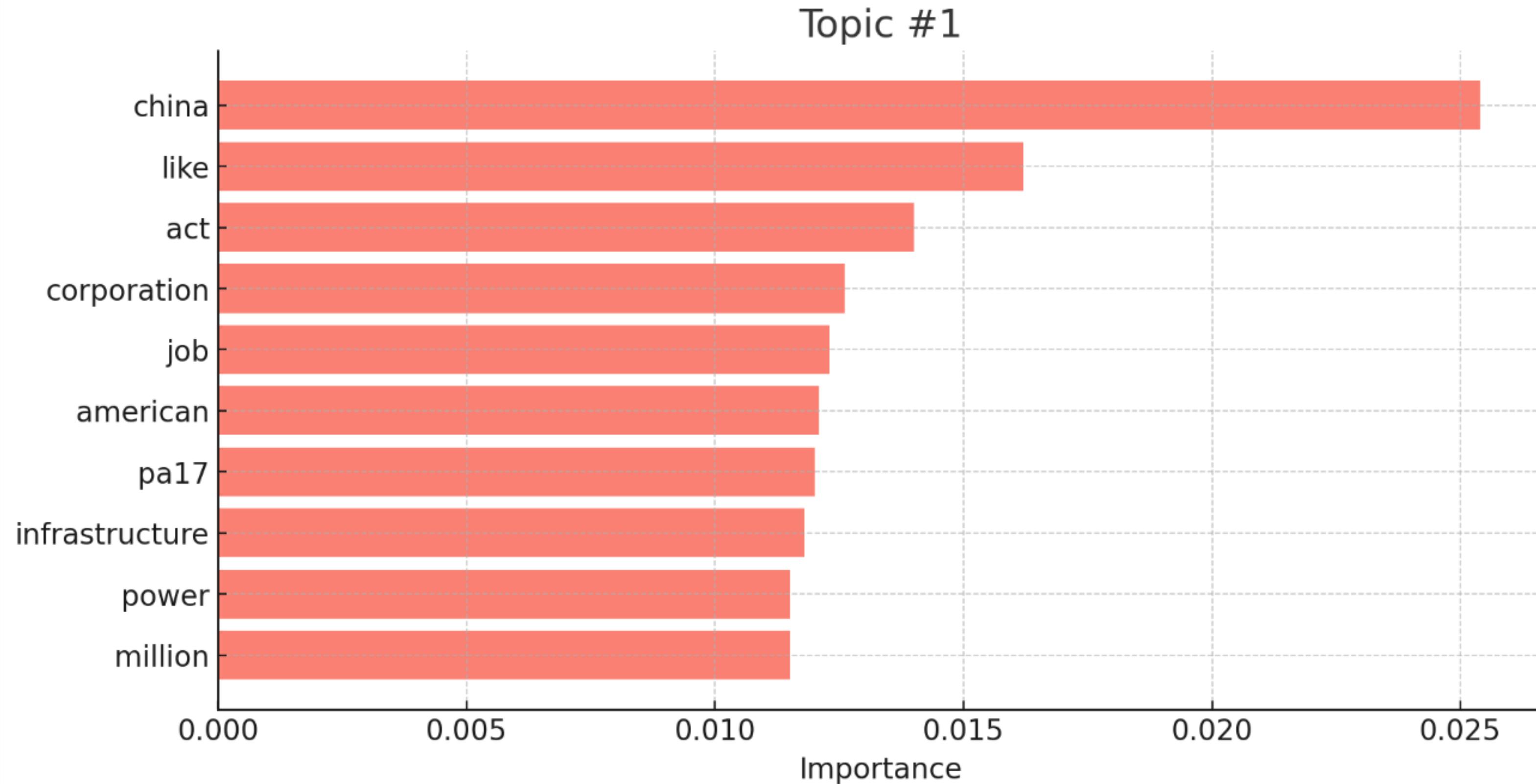
Extreme Opponent

Chris Deluzio



American Jobs

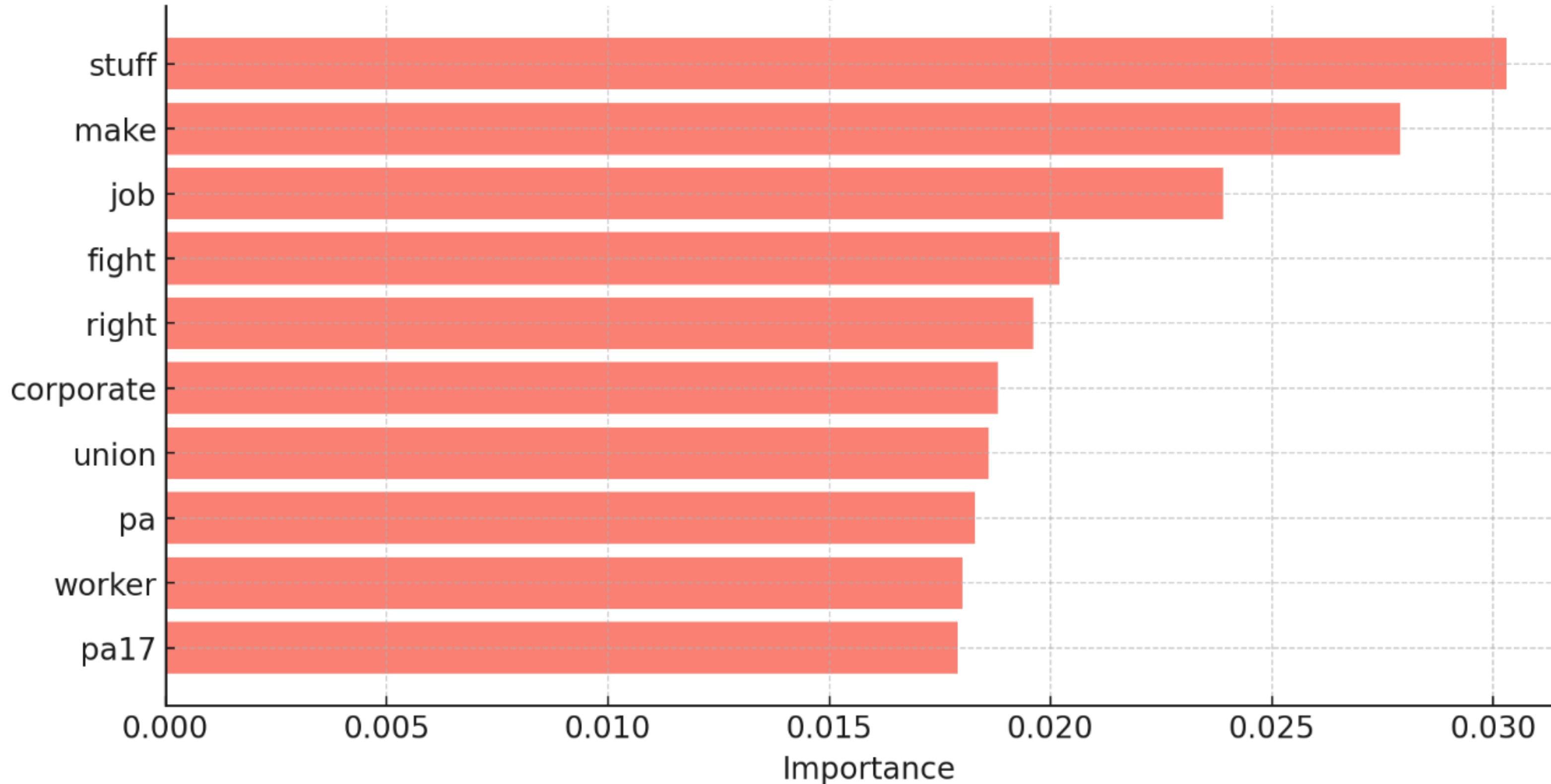
Chris Deluzio



Union Messaging

Chris Deluzio

Topic #6



Chris Deluzio @ChrisForPA · Sep 12, 2022

There he goes again...



Chris Deluzio @ChrisForPA · Sep 12, 2022

Shocker: more @JeremyShafferPA crappy campaign merch made in China. This guy doesn't give a damn about American workers.



1

10

27



- ✓ your private equity investments got \$1M+ in PPP loans forgiven
- ✓ you're funding your campaign from the fortune you made at a corporate giant building stuff in China & all over the planet
- ✓ you've pledged to never raise taxes on billionaires & huge corps



George Santos' District: NY-03

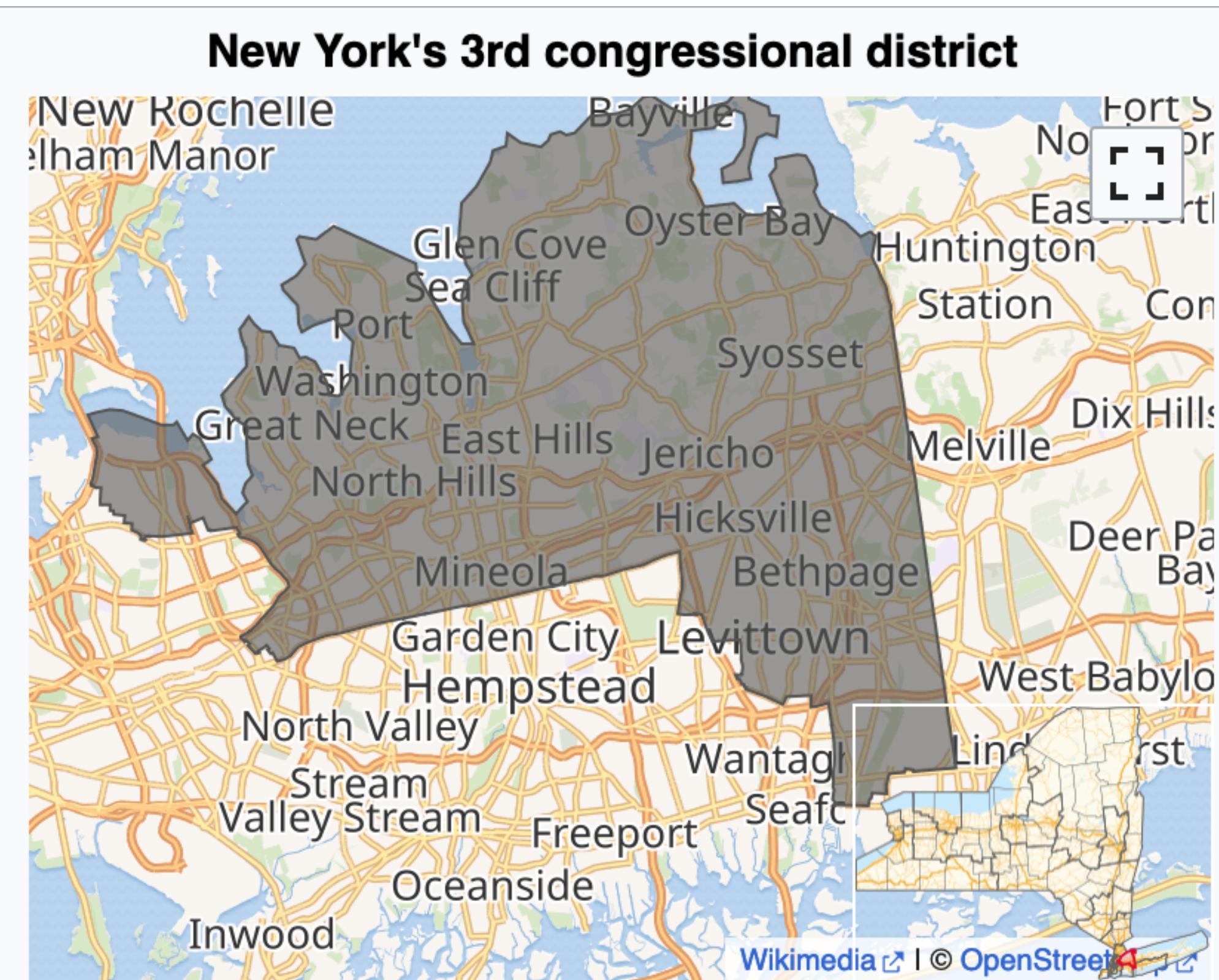
Easy Pick-Up (D+2 Seat)

Depends on Primary Results

Employ the Deluzio Strategy if
opponent is normal

Employ MGP strategy if
opponent is an election denialist

If opponent is George
Santos...just don't die, I guess





KRAMER: I never said I was Jewish, Jerry

JERRY: Then what did you say?!

KRAMER: I said I was Jew-ish *pop* they forgot the hyphen

JERRY: They forgot the hyphen?!

KRAMER: They forgot the hyphen, Jerry!



Josh Gondelman

@joshgondelman · [Follow](#)



As a person, I'm a little disgusted with George Santos. But as a writer, I'm completely demoralized by how prolific and imaginative he is.

1:05 PM · Jan 20, 2023



16.7K



Reply



Copy link

[Read 136 replies](#)

Recommendations:

- Get an intern in college. (Academic Access to twitter API, free and unlimited. full archive access)
- Monitor your candidates and opponents' messaging
- Pull an Emelia Sykes (wipe all socials)

Next Steps:

Expand the dataset :

- modernize (only has pre-Trump infor)
- more balance to categories
- Expand to other platforms (with interns, since they're all bespoke!)
- Perform the same analysis on candidates who underperformed along with their opponents' messaging