

ANZALONE LISZT  
RESEARCH  
POLLING • ANALYSIS • STRATEGY



# THE FIRM

ANZALONE·LISZT·RESEARCH

*is a public opinion research firm that represents candidates, elected officials, corporations, and associations across the United States.*

*We offer polling, focus groups, and strategic consulting services to help our clients understand public opinion and achieve their strategic goals. Our research has propelled federal, state, and local candidates to victory by sharpening the focus and effectiveness of their messaging.*

## POLLING

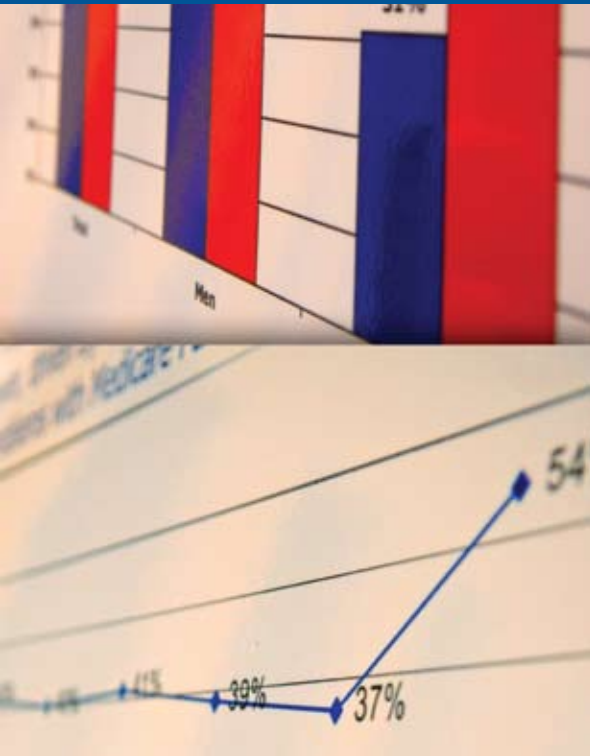
Anzalone Liszt Research works with clients to bring efficiency to their strategic messaging and targeting. We believe that resources are precious no matter what your budget, and polling and focus groups should help make sure those resources are spent in the most efficient way possible. We help our clients talk to the right people, with the right messages, in the right way. We also help track the success

of your messaging, and provide real-world, real-time insight into the progress and penetration of paid communications. At Anzalone Liszt Research, we understand that polling can't tell you who you are, but it can help efficiently shape your message and give you the best chance for success, no matter what your goals.



*Polling should bring efficiency to your paid communications, not divert resources away from it.*

# ANALYSIS



At Anzalone Liszt Research, we know that collecting the highest-quality data is only the beginning of our responsibility. Polling results are only as useful as the meaning we extract, and the clarity of our recommendations. Our commitment as researchers is to go beyond the numbers, and use polling to create the blueprint for your campaign. We identify key persuasion targets, the messages that resonate with those groups, and the intensity of communication required to meet your goals. In addition to the standard reporting of data, we lead conference calls to provide analysis, make in-person presentation of results, provide written analysis, and generate custom reports to fit our clients' needs—all in easily understandable language for the campaign.

*In 2006, Anzalone Liszt Research helped its clients defeat more Republican Congressional incumbents than any other polling firm in the nation.*

# STRATEGY

We take pride in the message development that grows from our research, and consider ourselves the watchdogs of that message. Anzalone Liszt Research wants to be involved at every stage of message delivery, from reviewing and commenting on paid communications in the drafting phase, to participating in your regular strategy calls. Our involvement doesn't end when we deliver numbers to our

clients, and neither does our availability. The strategic blueprints that come from our polling set the course of the campaign's messaging. Because we work in a world where responsiveness, agility, and flexibility are not luxuries, but necessities, we will be there with you to help meet changing circumstances and evolving needs.

*In 2004, only two open Republican Congressional seats were won by Democratic candidates. Anzalone Liszt Research was the polling firm for both of these campaigns.*



## Sheldon Whitehouse for United States Senate 2006

Democrat Sheldon Whitehouse faced formidable obstacles. Republican U.S. Senator Lincoln Chafee was a descendant of one of the “five families” that founded Rhode Island. Chafee held a U.S. Senate seat that was his father’s for over twenty years, and won his last election with fifty-seven percent of the vote. He enjoyed strong personal popularity and was the only incumbent Republican Senator with a positive job rating over 60% facing a credible contest. The challenge for Anzalone Liszt Research: how to convince voters to fire a well-liked Senator with a storied family history. Polling and focus groups showed a pronounced streak of New England pragmatism that the Whitehouse campaign could harness – for many voters, the desire to effect national change and oust the Republican Senate majority was more important than their personal affection for

Chafee. By focusing Whitehouse’s message on the need to change the Senate (and away from direct attacks on Chafee, which could have provoked a backlash), Anzalone Liszt Research helped Sheldon Whitehouse defeat a popular incumbent U.S. Senator.



## James Graves for Mississippi Supreme Court Justice 2004

In 2004, Judge James Graves, the only African-American on the Mississippi Supreme Court, was running for election after being appointed to fill a vacancy. Racial politics were never far from the surface in this diverse district – white voters constituted the majority, and Graves’ white opponent ran on the slogan, “He’s One of Us.” The challenge for Anzalone Liszt Research: how to establish the kind of trust that would make white voters look past Graves’ race and Democratic stereotypes. Among racially polarized electorates, it’s often important to reach beyond polling and this was clearly a campaign whose strategic needs demanded focus groups. Our goal was to identify ways to build voters’ comfort level with Justice Graves. By conducting focus groups with white suburban voters, Anzalone Liszt Research quickly determined that paid communications needed to feature



Justice Graves carrying the message of parental and financial responsibility in raising children and strong families. The focus groups identified the kind of language necessary to grab white voters' attention and trust – language they themselves used

in the groups but felt they could not express in public. The result: James Graves was elected to a full term on the Mississippi Supreme Court, in a district that went overwhelmingly for George W. Bush.

## Charlie Melancon for United States Congress 2004



The Republican Congressman from Louisiana's third congressional district was retiring, and wanted to pass the seat to his son. In Louisiana, primary elections are held in November, and all the candidates run against each other regardless of political party. If

no candidate wins a majority, there is a run-off between the top two candidates. Charlie Melancon started out polling at three percent, and faced a crowded field of two other Democrats and three Republicans. Polling showed the candidates with very

different geographic support in a district covered by multiple media markets. The challenge for Anzalone Liszt Research: how to craft distinct messages in three different media markets focused on making contrasts with different opponents, while maintaining a unified campaign theme. After extensive polling, Anzalone Liszt Research helped craft different messages for each of three media markets, and recommended relative spending levels. Melancon finished second in the primary, behind the Congressman's son, setting up a December run-off. The dynamics of the Democrat vs. Republican run-off were dramatically different from the multi-candidate primary, and new polling showed that our strongest contrast with the Congressman's son was experience. Our run-off media strategy emphasized Melancon's years of business and economic development experience, and drew a sharp contrast with his opponent's youth. The result was a victory for Charlie Melancon and a reclaimed seat for Democrats.

## Mitch Morrissey for Denver District Attorney 2004

The race for Denver District Attorney was wide open: the current D.A. was term-limited. There were three Democratic candidates in the primary, but no Republican candidate; whoever won the Democratic primary won the election. Mitch Morrissey was an assistant Denver D.A. who was forced to petition for ballot access after the two frontrunners qualified at the Democratic convention. His two opponents were an assistant Colorado Attorney General and an assistant United States Attorney. The challenge for Anzalone Liszt Research: how to craft a message that distinguished Morrissey's record as a prosecutor against two opponents with similar backgrounds. After extensive polling, it was clear the campaign needed to lay down an early marker on Morrissey's experience with DNA typing and prosecuting sexual offenders. Polling also identified

third-party validators (persons whose endorsement would be important) that would be key to persuading voters. Anzalone Liszt Research used polling data while working with mail and media consultants to target messaging to a diverse electorate. The multi-layered messaging worked: Mitch Morrissey won the primary comfortably and became the Denver District Attorney.



# THE TEAM

## JOHN ANZALONE

PARTNER

334-387-3121

john@anzaloneresearch.com

JOHN ANZALONE has nearly 20 years in the polling business helping candidates, associations and corporations all across the country with message development, strategic planning and targeting. John has built a firm that now represents a U.S. Senator, thirteen U.S. Congressmen, one of the nation's largest labor organizations, one of the country's largest hospital chains and dozens of other elected officials, associations and corporate entities. He has regularly worked with the DCCC, DSCC and the DGA. John is a trained moderator who has conducted over 300 focus group sessions. John was a campaign operative whose experiences include working for national democratic strategists James Carville and Paul Begala in U.S. Senator Frank Lautenberg's (NJ) 1988 campaign and managing gubernatorial, congressional and mayoral races. He began his political career as a research assistant to David Wilhelm (who later became DNC Chairman) at Citizens for Tax Justice, and then went on to manage campaigns in five different states. John has offices in Washington, D.C., and Montgomery, Alabama, where he lives with his wife and four children.



## JEFF LISZT

PARTNER

334-387-3121

jeff@anzaloneresearch.com

JEFFREY LISZT, a native of Charlottesville, Virginia by way of the University of Chicago, has over 10 years experience in polling. He joined Anzalone Research in 1999, and became a partner in 2001. Jeff represents incumbent U.S. Congressmen in New Jersey and Pennsylvania, and has worked with the DGA and DCCC. He has extensive experience with state legislative races, helping Democrats recapture Senate chambers in New Jersey and Illinois, and expand their majority in North Carolina. He also represents municipal clients from Denver to Philadelphia. Jeff has conducted focus groups for gubernatorial, congressional, municipal, corporate, and non-profit clients. He lives in Montgomery, Alabama with his wife.



## MARC SILVERMAN

SENIOR ASSOCIATE

202-253-0001

marc@anzaloneresearch.com

MARC SILVERMAN serves as Anzalone Liszt Research's Senior Associate. Marc oversees questionnaire and message development, and performs in-depth polling analysis and strategic planning for campaigns. Marc has worked extensively on congressional and statewide campaigns as well as with the DCCC. Prior to joining Anzalone Liszt Research, he spent several years managing congressional and statewide campaigns. Marc practiced law at Arnold & Porter in New York City and worked on telecommunication and energy policy in the White House during the Clinton Administration.



## U.S. Senate

Senator Sheldon Whitehouse (RI)  
The Democratic Senatorial Campaign Committee

## U.S. Congress

Congressman Jason Altmire (PA-04)  
Congressman Leonard Boswell (IA-03)  
Congressman Robert Brady (PA-01)  
Congressman Artur Davis (AL-07)  
Congressman Mike Doyle (PA-14)  
Congressman Luis Gutierrez (IL-04)  
Congressman Paul Hodes (NH-02)  
Congressman Ron Klein (FL-22)  
Congressman Charlie Melancon (LA-03)  
Congressman John Salazar (CO-03)  
Congressman Heath Shuler (NC-11)  
Congressman Albio Sires (NJ-13)  
Congressman Vic Snyder (AR-02)  
The Democratic Congressional Campaign Committee

## Statewide Officials

Attorney General Roy Cooper (North Carolina)  
Supreme Court Justice James Graves (Mississippi)  
The Democratic Governors Association

## Legislative Caucuses and State Parties

The Illinois Senate Democrats  
The New Jersey Senate Democrats  
The North Carolina Senate Democrats

## Municipal and County Officials

Mayor Chris Bollwage (Elizabeth, NJ)  
Mayor Carl Brewer (Wichita, KS)  
Bergen County Executive Dennis McNerney (Bergen County, NJ)  
District Attorney Mitch Morrissey (Denver, CO)  
Cook County Water Reclamation Commissioner Debra Shore (Chicago, IL)

## Labor Organizations

International Brotherhood of Teamsters  
Alabama State Employees Association  
Health Professionals and Allied Employees (New Jersey)  
Louisiana Association of Educators



WASHINGTON, DC  
202-253-0001

[anzalonersearch.com](http://anzalonersearch.com)

MONTGOMERY, AL  
334-387-3121