

# **2012 Michigan Supreme Court Campaign Plan:**

**The Last Chance to Restore the  
Michigan Supreme Court**

# The Last Decade: A Politically Partisan Court

- Civil Justice claimants stand no chance.
  - ◆ Auto Insurers: An Astonishingly Perfect Record – 30/30 with Markman and Zahra
- Where goes Markman, So goes Zahra:
  - 2011 – 20/20 Non-Criminal Decisions together
  - 2010 – 14/15 Non-Criminal Decisions together
- When Young picks the nominee:
  - MBK-RY: **35.5/36** Non-Criminal Decisions together

# The 2012 Ballot

- 2 separate Supreme Court races on the ballot:
  - ◆ Two 8-year terms: Justice Markman & Colleen O'Brien (Justice Marilyn Kelly's seat)
  - ◆ One 2-year: Justice Zahra

# A Look Ahead: Supreme Court Elections 2014-2018

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- 2014
  - ◆ Open Seat (Cavanagh)
  - ◆ 2-year Incumbent (Zahra)
- 2016
  - ◆ Hathaway
- 2018
  - ◆ Young
  - ◆ Kelly

# Why is 2012 the Last, Best Chance?

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With a 5-2 edge after this election:

- Only need to win one in 2014
  - ◆ Open Seat (Cavanagh)
  - ◆ 2-year Incumbent (Zahra or Dem Candidate)
- 2016 – Irish Female Incumbent in a Presidential Year (Hathaway)
- 2018 – Young/Kelly Re-election – can't reduce a Democratic Majority

**The Flip Side – Lose this year, and no chance to get it back**

# A Longer Campaign A Clearer Road To Victory

Wayne County Circuit Court  
Judge Connie Marie Kelley



Southfield District Judge  
Sheila Johnson



U-M Law Professor  
Bridget Mary McCormack



March Endorsement has allowed candidates to fundraise,  
build campaign organizations and educate voters

## Male Justices:

### Incumbents Disadvantaged in 2012

1984, 2008, 2010: Males Lose to Irish Females

- The last 3 incumbents to lose (1984, 2008 and 2010) were all males who lost to Irish-surnamed females.

2012

- Data shows Justice designation is a disadvantage once media campaign starts.

# All-Female Ticket has Powerful Synergy

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- All woman ticket contrasts favorably against unknown male incumbents.
- Voting Majority prefer women over men.
- Voting Majority have doubts about the **incumbent justices**

## **Early Paid Media Campaign Paves The Way to Victory**

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- Centralized paid media promoting Democratic candidates with positive bio messaging **has been running uncontested since Labor Day**
- Broadcast and Cable TV, Statewide and Urban Radio and Digital Media – Incumbents are being countered on every available outlet – **No Free Shots.**

# Early Campaign Has Set The Tone

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- Our candidates defined **positively first:**  
Qualified women with experience fighting for  
children and families
- Contrast Ads started:  
These Three Protect Families and Children;  
those three Protect Insurance Companies and  
Special Interests

# Coordinated Campaign Reaching Voters

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- Supreme Court nominees featured prominently in the 2012 Coordinated Campaign AV and non AV mail & phone programs.
- Labor, Progressive groups and Attorneys including the Supreme Court Candidates in their internal and external mail & phone programs.
- Drop-off Voters addressed, repeating 2008 success

## **2012: Campaign Funding**

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- **Labor** – Fully Committed
- **Attorneys** – Wider and Deeper Participation
- **Candidates** – Celebrity Factor

# How to Fund Campaign

## Justice For All Fund Individual Campaigns

- Best Research
  - Simple Message
  - Complicated, Crowded Field
- Skeleton Funding
  - Able to Accept Just Contributions
  - Contributors Disclosed
  - Contributions Limited