

**From:** DSCC Press [press@dsc.org]  
**Sent:** Wednesday, April 29, 2009 3:20 PM  
**To:** Eric Schultz  
**Subject:** DSCC RELEASES FIRST TV AD OF 2010 CYCLE: "Mess"  
*For Immediate Release*  
April 29, 2009  
Contact: Eric Schultz, 202-485-3129



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## DSCC RELEASES FIRST TV AD OF 2010 CYCLE: "[MESS](#)"

**[AD HIGHLIGHTS CRIST'S LACKADAISICAL LIFESTYLE WHILE FLORIDA SUFFERS UNDER HIS MISMANAGEMENT](#)**

**"MESS" FOUND [HERE](#)**

In its first ad buy of the 2010 election cycle, the Democratic Senatorial Campaign Committee announced "Mess," a hard-hitting spot focused on Charlie Crist's consideration to run for the U.S. Senate, despite a thin and abysmal record as Governor. As Florida Governor Charlie Crist gets set to announce his Senate run, "Mess" points out the mess he has made in the state of Florida.

"Leadership does not mean driving your state into an economic ditch and then ditching you responsibilities," said DSCC Communications Director Eric Schultz. "If Governor Crist is going to leave the problems he created behind, Floridians ought to know his record before he even gets into this race. Maybe he ought to spend less time party hopping and more time tending to the problems his state is facing."

The Crist Administration's record for Florida is not one to be proud of. In March 2009, Florida's unemployment rate rose to 9.7%, significantly higher than the national 8.5% rate. Florida is currently ranked second in home foreclosure activity, and the state has a \$6 billion budget deficit forcing major cuts to critical services.

Despite these challenges, Crist has adopted a very casual work ethic. The *South Florida Sun-Sentinel* [recently pointed out](#) that Crist has been absent from work for 62 days since taking office in 2007. According to the [news report](#), "As Floridians struggle with job reductions, home foreclosures and dwindling bank accounts, Crist has enjoyed a jet-setting lifestyle, mixing with celebrities, attending charity balls, staying at grand hotels and relaxing in his new wife's \$4 million condo on Miami's Fisher Island." Recently, [a new report surfaced](#) of another upcoming two-day fishing trip slated for the middle of May.

No other issue crystallizes the consequence of Crist's poor record as the recent boondoggle over federal education funding. Crist spent the past few days digging out from under a hole when [reports surfaced](#) that nobody in his Administration had applied for \$2 billion in federal education stimulus funding that was readily available.

<b>DSCC Mess</b>	
<b>Date: 4/29/09</b>	

Copy/Visual	Documentation
<p>Narrator: Florida faces tough times and a budget mess could mean cuts in police, schools, and health care.</p> <p>On Screen: "6 billion budget gap &amp; possible funding cuts" South Florida Sun Sentinel –4/17/09</p>	<p><b>Floridians Facing Job Losses, Foreclosures, Dwindling Bank Accounts.</b> Crist is presiding over a historic collapse of the state's housing market, banking sector and construction industry, and a slowdown in tourism. Floridians struggle with job reductions, home foreclosures and dwindling bank accounts. [<a href="#">South Florida Sun Sentinel</a>, 4/17/09]</p> <p><b>\$6 Billion Budget Gap Could Mean Cuts in Police, Schools, Health Care.</b> Lawmakers in Tallahassee are wrestling with a \$6 billion budget gap and possible funding cuts for police, schools, health care and the poor. [<a href="#">South Florida Sun Sentinel</a>, 4/17/09]</p>
<p>But instead of working to fix it, Charlie Crist wants to quit to go to Washington.</p> <p>On Screen: Crist to Announce his Decision on the 2010 Senate Race Washington Post – 4/27/09</p>	<p><b>Crist Expected to Announce That He Will Run for Senate Seat.</b> Florida Gov. Charlie Crist is expected to announce his decision on the 2010 Senate race by May 5 with several informed sources suggesting that he is a near-lock to run for the seat being vacated by Sen. Mel Martinez (R). [<a href="#">Washington Post</a>, 4/27/09]</p>
<p>Crist enjoys being governor when he attends basketball games and super bowl activities and when he takes over sixty days off with no schedule.</p>	<p><b>Crist Attended Basketball Game.</b> Gov. Charlie Crist was center court at the Miami Heat game for the retirement of Alonzo Mourning's jersey one Monday evening in late March. [<a href="#">South Florida Sun Sentinel</a>, 4/17/09]</p> <p><b>Crist Tailgated, Attended Super Bowl in Tampa.</b> Gov. Charlie Crist tailgated and watched this year's Super Bowl in Tampa, then boarded a 10-seat corporate jet the next morning for a quick trip back to Tallahassee, his schedule shows. [<a href="#">Orlando Sentinel</a>, 3/22/09]</p> <ul style="list-style-type: none"> <li>• <b>Crist Did NFL Kids' Day Press Conference.</b> In the week before February's Super Bowl in Tampa, Crist kept a light schedule: He participated in an NFL Kids' Day press conference on Wednesday. [<a href="#">South Florida Sun Sentinel</a>, 4/17/09]</li> </ul> <p><b>Sun Sentinel: Crist Had No Official Schedule On Sixty-Two Weekdays.</b> A <a href="#">Sun Sentinel</a> review of the governor's detailed schedules for the past two years found he had no events or appointments on 62 weekdays -- the equivalent of three months. [<a href="#">South Florida Sun Sentinel</a>, 4/17/09]</p>
<p>But now, the job's getting tough and Crist wants out- leaving Floridians with the mess.</p> <p>On Screen: Crist: Quit to Go to Washington</p> <p>On Screen: Charlie Crist Leaving Floridians with the Mess</p>	<p><b>Floridians Facing Job Losses, Foreclosures, Dwindling Bank Accounts.</b> Crist is presiding over a historic collapse of the state's housing market, banking sector and construction industry, and a slowdown in tourism. Floridians struggle with job reductions, home foreclosures and dwindling bank accounts. [<a href="#">South Florida Sun Sentinel</a>, 4/17/09]</p> <p><b>\$6 Billion Budget Gap Could Mean Cuts in Police, Schools, Health Care.</b> Lawmakers in Tallahassee are wrestling with a \$6 billion budget gap and possible funding cuts for police, schools, health care and the poor. [<a href="#">South Florida Sun Sentinel</a>, 4/17/09]</p> <p><b>Crist Expected to Announce That He Will Run for Senate Seat.</b> Florida Gov. Charlie Crist is expected to announce his decision on the 2010 Senate race by May 5 with several informed sources suggesting that he is a near-lock to run for the seat being vacated by Sen. Mel Martinez (R). [<a href="#">Washington Post</a>, 4/27/09]</p>

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