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Visual	Audio	Backup
News footage of Bacon imposed over the After all these years who is Don	Don Bacon voted for the Trump tax cuts for the wealthy, which granted "just 17 American oil and gas companies" a "combined total of \$25 billion in direct one-time benefits."	
capitol building Super: Who is Don Bacon helping?  News footage of Don Bacon	Bacon really helping?  He raised taxes on middle-cla	"Pacific Standard's original analysis finds that it is the oil and gas industry, including companies that backed the presidency of Trump and whose former executives and current boosters now populate it, that are among the tax bill's largest and most long-lasting financial beneficiaries. Just 17 American oil and gas companies reported a combined total of \$25 billion in direct one-time benefits from the 2017 Tax Cuts and Jobs Act. Many of the companies will also receive millions of dollars in income tax refunds this year." ( <i>Pacific Standard</i> , 03/27/18)
Super: Don Bacon raised taxes on middle	ss families,	Don Bacon voted to pass the motion to concur with the Senate amendment of the Tax Cuts and Jobs Act, passing the bill. (U.S. House Clerk, Roll Call 699, 12/20/17)
class families [HR 1, Vote #699, 12/20/17;	While handing out tax breaks to	Trump's tax giveaway to the wealthiest Americans increases taxes on "more than half of all Americans — 53 percent" — who "would pay more in taxes," and is "expected to add nearly \$2 trillion to the deficit by 2028"
CQ Floor Votes, 12/20/17] Stock of corporation -themed images Super: Tax breaks to corporatio ns and Big Oil companie s.  Don Bacon's real focus	"By 2027, more than half of all Americans — 53 percent — would pay more in taxes under the tax bill agreed to by House and Senate Republicans, a new analysis by the Tax Policy Center finds. That year, 82.8 percent of the bill's benefit would go to the top 1 percent, up from 62.1 under the Senate bill. And even in the first years of the bill's implementation, when it's an across-the-board tax cut, the benefits of the law would be heavily concentrated among the upper-middle and upper-class Americans, with nearly	
corporations and Big Oil companies [Vox, 12/18/17]	is helping his wealthy Washingt on friends not us.	two-thirds of the benefit going to the richest fifth of Americans in 2018." [Vox, 12/1/17]  "The 2017 Tax Cuts and Jobs Act brought a major overhaul to U.S. tax code. The corporate tax rate was slashed to 21% from 35%, individual income tax rates were cut, and the standard deduction was increased. Now, analysis in 2018

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News footage of Don Bacon Super: Don Bacon | Not for us

[Paid for by LCV VICTORY FUND, www.lcvvictoryfun d.org, and not authorized by any candidate or candidate's committee.] found that the cuts would boost the economy, but the effect would fizzle out quickly. And the price tag would be huge. The bill is expected to add nearly \$2 trillion to the deficit by 2028." [Brookings, 05/08/24]

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"The most significant piece of legislation former President Donald Trump signed during his first term had a dramatic cut in the corporate tax rate from 35 percent to 21 percent as its centerpiece. That corporate tax cut did not trickle down to ordinary workers but cost \$1.3 trillion and helped fuel a record \$1 trillion in stock buybacks the year after it passed." [Center for American Progress, 6/12/24]

The Guardian HEADLINE: "Trump's Tax Cuts Helped Billionaires Pay Less Than The Working Class For First Time." "They were billed as a "middle-class miracle" but according to a new book Donald Trump's \$1.5tn tax cuts have helped billionaires pay a lower rate than the working

class for the first time in history. In 2018 the richest 400 families in the US paid an average effective tax rate of 23% while the bottom half of American households paid a rate of 24.2%, University of California at Berkeley economists Emmanuel Saez and Gabriel Zucman calculate in their new book, The Triumph of Injustice." [The Guardian, 10/09/19]

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NBC News HEADLINE: "Trump Tells Billionaires He'll Keep Their Taxes Low At \$50 Million Fundraising Gala." [NBC News, 4/07/24]

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	Yahoo Finance HEADLINE: "Trump Promises Billionaires: I'll Keep Your Taxes Low." [Yahoo Finance, 4/08/24]

Repeal	Streaming	<b>Audio</b>
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Audio	Backup
After all these years in Washington who is Don Bacon really helping?	Don Bacon voted for the Trump tax cuts for the wealthy, which granted "just 17 American oil and gas companies" a "combined total of \$25 billion in direct one-time benefits."
He raised taxes on middle-class families,	"Pacific Standard's original analysis finds that it is the oil and gas industry, including companies that backed the presidency of Trump and whose former executives and current boosters now populate it, that are among the tax bill's largest
While handing out tax breaks to corporations and Big Oil companies.	and most long-lasting financial beneficiaries. Just 17 American oil and gas companies reported a combined total of \$25 billion in direct one-time benefits from the 2017 Tax Cuts and Jobs Act. Many of the companies will also receive millions of dollars in income tax refunds this year." ( <i>Pacific Standard</i> , 03/27/18)
Don Bacon's real focus is helping his wealthy Washington	Don Bacon voted to pass the motion to concur with the Senate amendment of the Tax Cuts and Jobs Act, passing the bill. (U.S. House Clerk, Roll Call 699, 12/20/17)
friends not us.  VO DISCLAIMER: LCV Victory Fund is responsible for the	Trump's tax giveaway to the wealthiest Americans increases taxes on "more than half of all Americans — 53 percent" — who "would pay more in taxes," and is "expected to add nearly \$2 trillion to the deficit by 2028"
content of this advertising. Paid for by LCV VICTORY FUND, www.lcvvictoryfund. org, and not authorized by any candidate or candidate's committee	"By 2027, more than half of all Americans — 53 percent — would pay more in taxes under the tax bill agreed to by House and Senate Republicans, a new analysis by the Tax Policy Center finds. That year, 82.8 percent of the bill's benefit would go to the top 1 percent, up from 62.1 under the Senate bill. And even in the first years of the bill's implementation, when it's an across-the-board tax cut, the benefits of the law would be heavily concentrated among the upper-middle and upper-class Americans, with nearly two-thirds of the benefit going to the richest fifth of Americans in 2018." [Vox, 12/1/17]
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Repeal | :06

Repeal : 00	)	
Visual	Audio	Backup
News footage of Don Bacon Super: Don Bacon raised taxes on middle-class families [HR 1, Vote #699, 12/20/17; CQ Floor Votes, 12/20/17]  Stock of corporation-t hemed images Super: Tax breaks for corporation s and Big Oil companies [Vox, 12/18/17]  [Paid for by LCV VICTORY FUND, www.lcvvictoryfund. org, and not authorized by any candidate or candidate's committee.]	Don Bacon raised taxes on middle-class families  While handing out tax breaks to corporations.	Don Bacon voted for the Trump tax cuts for the wealthy, which granted "just 17 American oil and gas companies" a "combined total of \$25 billion in direct one-time benefits."  "Pacific Standard's original analysis finds that it is the oil and gas industry, including companies that backed the presidency of Trump and whose former executives and current boosters now populate it, that are among the tax bill's largest and most long-lasting financial beneficiaries. Just 17 American oil and gas companies reported a combined total of \$25 billion in direct one-time benefits from the 2017 Tax Cuts and Jobs Act. Many of the companies will also receive millions of dollars in income tax refunds this year." (Pacific Standard, 03/27/18)  Don Bacon voted to pass the motion to concur with the Senate amendment of the Tax Cuts and Jobs Act, passing the bill. (U.S. House Clerk, Roll Call 699, 12/20/17)  Trump's tax giveaway to the wealthiest Americans increases taxes on "more than half of all Americans — 53 percent" — who "would pay more in taxes," and is "expected to add nearly \$2 trillion to the deficit by 2028"  "By 2027, more than half of all Americans — 53 percent — would pay more in taxes under the tax bill agreed to by House and Senate Republicans, a new analysis by the Tax Policy Center finds. That year, 82.8 percent of the bill's benefit would go to the top 1 percent, up from 62.1 under the Senate bill. And even in the first years of the bill's benefit would go to the top 1 percent, up from 62.1 under the Senate bill. And even in the first years of the bill's benefit would go to the top 1 percent, up from 62.1 under the Senate bill. And even in the first years of the bill's benefit would go to the top 1 percent, up from 62.1 under the Senate bill. And even in the first years of the bill's benefit would go to the top 1 percent, up from 62.1 under the Senate bill. And even in the first years of the bill's benefit would go to the top 1 percent, up from 62.1 under the Senate bill. And even in the first years of the benefit goi

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Father [positive] | :15

Father [po		
Visual	Audio	Backup
B-roll of Vargas with kid (4:26) Super: It's getting harder for	Tony Vargas knows there's nothing we wouldn't do for our families,	Tony Vargas Said "It's Become Harder For Families To Do What [His] Parents Were Able To Do" When They Moved To The U.S. As Immigrants Because Of The Higher Cost Of Living.
B-roll of Vargas talking to a family (2:46) Super: Tony Vargas   Lowering costs for families	but it's getting harder all the time.  That's why he's working hard to lower energy costs.  Cut middle-class taxes,  And support our	"My parents immigrated to the U.S. and worked hard and sacrificed so my brothers and I could get an education and decide what we wanted for our lives. It's become harder for families to do what my parents were able to do. Now, families like mine have to work multiple jobs, make hard choices between paying rent or for prescription drugs, and many can't afford childcare so they can go to work. Now, inflation has created an even bigger economic crunch with rising costs at the gas pump and the grocery store and housing and childcare shortages. Congress needs to take this seriously, take action to get costs under control, and put more money back in people's pockets." [Tony Vargas for Congress
Stock of mother with kids Super: Cutting middle class taxes Stock of father and kids Super: Supportin g our schools	Because that's what Nebraska families need.	Website, Economy & Jobs, accessed 10/22/22]  Tony Vargas Has Called For "A Fair Tax System That Puts Small Businesses On An Equal Playing Field With Multinational Corporations."  "Part of the solution is also doing all we can to help Nebraska companies create Nebraskan goods and Nebraskan jobs, with family-sustaining wages. That includes a fair tax system that puts small businesses on an equal playing field with multinational corporations, and trade policies that level the playing field for our agricultural and manufacturing industries here in Nebraska, and allow our producers to compete and sell their products across the globe." [Tony Vargas for Congress Website, Economy & Jobs, accessed 10/22/22]

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#### WAVELENGTH STRATEGY

News footage of Vargas

Super: Tony Vargas understan ds what Nebraska families need

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While Don Bacon voted against it, Tony Vargas supported the Inflation Reduction Act, a \$369 billion law which "would lead to significant cuts in energy costs for American households," including saving "the average household \$1,800 per year on energy bills."

"Sweeping climate and health care legislation unveiled by Democrats last week would lead to significant cuts in energy costs for American households, according to a new analysis. A report by non-profit group Rewiring America found that the tax incentives included as part of the \$369 billion dedicated to climate initiatives in the Inflation Reduction Act would save the average household \$1,800 per year on energy bills." (Yahoo! Finance, 08/02/22)

"Vargas is hypercritical of his Republican opponent's record regarding health care; Bacon voted against the Inflation Reduction Act, which lowered prescription drugs and health care premiums for some. 'I see people in my community that are uninsured and can't afford the current health care coverage,' Vargas said." (NBC News, 12/14/23)

NRCC: "Also, Tony Vargas supports President Biden's so-called Inflation Reduction Act, which will raise taxes on the middle class by \$20 billion." (NRCC, 09/06/22)

Tony Vargas said when he gets to Congress, he will "support legislation to improve the nation's infrastructure," including "clean energy."

"Vargas said he would support legislation to improve the nation's infrastructure if he was a member of Congress now. 'It's not only roads and bridges, but expanded broadband, child care and clean energy,' he said. 'We need to create jobs (and) be competitive.'" (*Lincoln Journal Star*, 07/13/21)

Tony Vargas Voted For A "Historic" Tax Cut Bill That Lowers The Income Tax Rate For Middle Class Families And The Working Class By 1 Percent.

"Gov. Pete Ricketts signed LB-873 on Wednesday in the Capitol Rotunda, establishing the Legislature's tax relief bill as state law. The bill cuts income taxes and reduces property taxes for Nebraskans. Calling it a 'historic tax package,' Ricketts said the state was able to deliver on his legislative priority because of spending discipline over the years...The new law will lower the income tax rate for individuals by 1%, putting the rate at 5.84% by the 2027 tax year while lowering the rate for businesses from 7.5% to 5.84% in the same timeframe. It will make Social Security income exempt from state taxes starting in the tax year for 2025. It also offers a rebate on property taxes paid to community colleges, with the rebate increasing from \$50 million in 2022 to \$195 million by 2026, and protects the tax credit on property taxes paid to support public schools." [Vote on LB-873, 04/07/22: WOWT, <u>04/13/22</u>]

Tony Vargas Said Teachers, "Deserve To Be Paid Higher Wages."

Tony Vargas Said Teachers, "Deserve To Be Paid Higher Wages." "Over the last few years, we've also watched our teachers adapt and persevere in the most challenging circumstances. They deserve to be paid higher wages that are commensurate with

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#### WAVELENGTH STRATEGY

their service to our kids and our communities." [Tony Vargas, Website, Issues, accessed 7/11/24]

Tony Vargas Opposed LB1402, Which Would Take Public Funds To Pay For Private Schools.

Tony Vargas Opposed LB1402, Which Would Take Public Funds To Pay For Private Schools. [Nebraska State Education Association, Facebook, 4/18/24]

Tony Vargas says: "As a former public school science teacher, a parent, and a former school board member, strengthening our public schools and providing a high quality education to Nebraska kids" is "an issue that [he] is deeply passionate about."

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Father | Streaming Audio

Father   Streaming Audio		
Audio	Backup	
Tony Vargas knows there's nothing we wouldn't do for our families,	Tony Vargas Said "It's Become Harder For Families To Do What [His] Parents Were Able To Do" When They Moved To The U.S. As Immigrants Because Of The Higher Cost Of Living.	
but it's getting harder all the time.  That's why he's working hard to lower energy costs.  Cut middle-class taxes,  And support our schools.  Because that's	"My parents immigrated to the U.S. and worked hard and sacrificed so my brothers and I could get an education and decide what we wanted for our lives. It's become harder for families to do what my parents were able to do. Now, families like mine have to work multiple jobs, make hard choices between paying rent or for prescription drugs, and many can't afford childcare so they can go to work. Now, inflation has created an even bigger economic crunch with rising costs at the gas pump and the grocery store and housing and childcare shortages. Congress needs to take this seriously, take action to get costs under control, and put more money back in people's pockets." [Tony Vargas for Congress Website, Economy & Jobs, accessed 10/22/22]	
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VO DISCLAIMER: LCV Victory Fund is responsible for the content of this advertising. Paid for by LCV VICTORY FUND, www.lcvvictoryfund .org, and not authorized by any candidate or candidate's	"Part of the solution is also doing all we can to help Nebraska companies create Nebraskan goods and Nebraskan jobs, with family-sustaining wages. That includes a fair tax system that puts small businesses on an equal playing field with multinational corporations, and trade policies that level the playing field for our agricultural and manufacturing industries here in Nebraska, and allow our producers to compete and sell their products across the globe." [Tony Vargas for Congress Website, Economy & Jobs, accessed 10/22/22]  Tony Vargas has called on Congress to "take action to get"	
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# Tony Vargas Said Teachers, "Deserve To Be Paid Higher Wages."

Tony Vargas Said Teachers, "Deserve To Be Paid Higher Wages." "Over the last few years, we've also watched our teachers adapt and persevere in the most challenging circumstances. They deserve to be paid higher wages that are commensurate with their service to our kids and our communities." [Tony Vargas, Website, Issues, accessed 7/11/24]

# Tony Vargas Opposed LB1402, Which Would Take Public Funds To Pay For Private Schools.

Tony Vargas Opposed LB1402, Which Would Take Public Funds To Pay For Private Schools. [Nebraska State Education Association, Facebook, 4/18/24]

Tony Vargas says: "As a former public school science teacher, a parent, and a former school board member, strengthening our public schools and providing a high quality education to Nebraska kids" is "an issue that [he] is deeply passionate about."

"As a former public school science teacher, a parent, and a former school board member, strengthening our public schools and providing a high quality education to Nebraska kids is an issue that Tony is deeply passionate about." [Tony Vargas, Website, Issues, accessed 7/11/24]

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WAVELENGTH STRATEGY

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### WAVELENGTH STRATEGY

**Father** | :06

	Audio	Declare
		Васкир
Visual  B-roll of Vargas talking to a family (2:46) Super: Tony Vargas   Lowering costs for families  Stock of mother with kids, cut to father and kids Super: Tony Vargas   Cutting middle-class taxes  [Paid for by LCV VICTORY FUND, www.lcvvictoryfund.org, and not authorized by any candidate or candidate's committee.]	Audio  Tony Vargas is working to lower energy costs for families.  And cut middle-class taxes.	Tony Vargas Said "It's Become Harder For Families To Do What [His] Parents Were Able To Do" When They Moved To The U.S. As Immigrants Because Of The Higher Cost Of Living.  "My parents immigrated to the U.S. and worked hard and sacrificed so my brothers and I could get an education and decide what we wanted for our lives. It's become harder for families to do what my parents were able to do. Now, families like mine have to work multiple jobs, make hard choices between paying rent or for prescription drugs, and many can't afford childcare so they can go to work. Now, inflation has created an even bigger economic crunch with rising costs at the gas pump and the grocery store and housing and childcare shortages. Congress needs to take this seriously, take action to get costs under control, and put more money back in people's pockets." [Tony Vargas for Congress Website, Economy & Jobs, accessed 10/22/22]
		Tony Vargas Has Called For "A Fair Tax System That Puts Small Businesses On An Equal Playing Field With Multinational Corporations."  "Part of the solution is also doing all we can to help Nebraska companies create Nebraskan goods and Nebraskan jobs, with family-sustaining wages. That includes a fair tax system that puts small businesses on an equal playing field with multinational corporations, and trade policies that level the playing field for our agricultural and manufacturing industries here in Nebraska, and allow our producers to compete and sell their products across the globe." [Tony Vargas for Congress Website, Economy & Jobs, accessed 10/22/22]

Tony Vargas has called on Congress to "take action to get" the "rising costs at the gas pump [...] under control" and to take it "seriously."

"Now, inflation has created an even bigger economic crunch with rising costs at the gas pump and the grocery store and housing and childcare shortages. Congress needs to take this seriously, take action to get costs under control, and put more money back in people's pockets." (Tony Vargas, accessed 10/01/24)

While Don Bacon voted against it, Tony Vargas supported the Inflation Reduction Act, a \$369 billion law which "would lead to significant cuts in energy costs for American households," including saving "the average household \$1,800 per year on energy bills."

"Sweeping climate and health care legislation unveiled by Democrats last week would lead to significant cuts in energy costs for American households, according to a new analysis. A report by non-profit group Rewiring America found that the tax incentives included as part of the \$369 billion dedicated to climate initiatives in the Inflation Reduction Act would save the average household \$1,800 per year on energy bills." (Yahoo! Finance, 08/02/22)

"Vargas is hypercritical of his Republican opponent's record regarding health care; Bacon voted against the Inflation Reduction Act, which lowered prescription drugs and health care premiums for some. 'I see people in my community that are uninsured and can't afford the current health care coverage,' Vargas said." (NBC News, 12/14/23)

NRCC: "Also, Tony Vargas supports President Biden's so-called Inflation Reduction Act, which will raise taxes on the middle class by \$20 billion." (NRCC, 09/06/22)

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#### WAVELENGTH STRATEGY

Tony Vargas said when he gets to Congress, he will "support legislation to improve the nation's infrastructure," including "clean energy."

"Vargas said he would support legislation to improve the nation's infrastructure if he was a member of Congress now. 'It's not only roads and bridges, but expanded broadband, child care and clean energy,' he said. 'We need to create jobs (and) be competitive.'" (*Lincoln Journal Star*, 07/13/21)

Tony Vargas Voted For A "Historic" Tax Cut Bill That Lowers The Income Tax Rate For Middle Class Families And The Working Class By 1 Percent.

"Gov. Pete Ricketts signed LB-873 on Wednesday in the Capitol Rotunda, establishing the Legislature's tax relief bill as state law. The bill cuts income taxes and reduces property taxes for Nebraskans. Calling it a 'historic tax package,' Ricketts said the state was able to deliver on his legislative priority because of spending discipline over the years...The new law will lower the income tax rate for individuals by 1%, putting the rate at 5.84% by the 2027 tax year while lowering the rate for businesses from 7.5% to 5.84% in the same timeframe. It will make Social Security income exempt from state taxes starting in the tax year for 2025. It also offers a rebate on property taxes paid to community colleges, with the rebate increasing from \$50 million in 2022 to \$195 million by 2026, and protects the tax credit on property taxes paid to support public schools." [Vote on LB-873, 04/07/22; WOWT, 04/13/22]