

WIN
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WITH
McCOSHEN
and ROSS

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Media Contact
Booking@WIN2020WI.com

Sen. Baldwin Tells WIN2020 She Will Not Endorse in 2020 Democratic Presidential Primary

Says Any Veep Talk 'Shows That I'm Effective in Reminding Everybody That the Path to the Presidency Goes Through Wisconsin'

Madison, WI – Wisconsin's U.S. Sen. Tammy Baldwin will not be endorsing a candidate in the crowded Democratic primary for President, according to an interview with Sen. Baldwin as the first guest on "WIN2020 with McCoshen and Ross," the new podcast featuring longtime political strategists Democrat Scot Ross and Republican Bill McCoshen about Wisconsin's role in the 2020 presidential election race.

"I am not planning on endorsing. I'm really thrilled with the caliber of field that we have," Sen. Baldwin said. "I want to offer up my insights, my experiences in running a great campaign back in 2018 and help these candidates understand the Wisconsin values that they need to reflect and offer myself out to all of them. And I think if I endorsed, there would be less likelihood of getting the opportunity to share that insight with all of them."

In the episode available at WIN2020wi.com, Sen. Baldwin also talks about media speculation on the vice presidency and her expertise as a successful two-time statewide candidate on the three things the eventual Democratic nominee has to do to win Wisconsin.

"It shows that I'm effective in reminding everybody that the path to the presidency goes through Wisconsin, and actually, that's really what I'm most focused on," Sen. Baldwin said. "And I have very openly offered myself and the experience I gained during my campaign in 2018 to the field of Democratic candidates."

Sen. Baldwin, who toppled political icon Gov. Tommy Thompson in her 2012 election to the Senate and went from being considered among the nation's most vulnerable incumbent senators to a runaway 11-point victory in 2018, also laid out three things about Wisconsin and its voters the Democratic nominee needs to know:

Voters are, Sen. Baldwin said, *"actually looking for the leaders who are going to stand up for them and against not a partisan but a powerful interest that is calling the shots."*

Secondly, *"showing up matters...because we have a unique state and people want to know that you care to listen to them, that you respect them, that you hear their struggles and challenges."*

And thirdly, *"Understanding our state's economy, how hard people work and seeing that their hard work is rewarded in our economy...It's about recognizing and rewarding the hard work and the work ethic and the values that we have in Wisconsin."*

When asked about how she sees the Democratic primary winnowing, Sen. Baldwin said the next debate could be pivotal.

“It seems like the [third] debate will play...an oversized role in terms of who might drop out and who might stay in,” Sen. Baldwin said. “Because if you don't make it, there’s seven who have qualified for that debate stage, and three within striking distance, additionally. But if you go from 25 from 20 getting on the debate stage to far fewer, it's probably going to cause some to drop out, but not everyone for sure.”

Sen. Baldwin said, however, ***“I think ultimately, it'll probably be after Iowa caucuses and the first handful of primary elections where we'll start to see greater fall off.”***

In the episode Sen. Baldwin also talked about the 2020 race and issues like health care, rural Wisconsin and agriculture, tariffs, state manufacturing and economic plans like her Buy America initiative. She even shared a story about an unnamed presidential candidate who needed an in-state tutorial on “Dairy 101.”

With 50 years of political experience in campaigns, government and advocacy between them, Bill McCoshen and Scot Ross have been teaming up on political punditry for years on NBC 15 in Madison’s “Unspun” segment with Leigh Mills, winning the 2018 Wisconsin Broadcasters Association Best Editorial/Commentary award, as well as Wisconsin Public Television’s “Here and Now” with Frederica Freyberg and the statewide “Capital City Sunday” show with Emilee Fannon.

Bill McCoshen managed Tommy Thompson’s landslide third gubernatorial victory in 1994 making Tommy the first, and only, gubernatorial candidate ever elected to a third four-year term in Wisconsin. McCoshen also served as Communications Director on Tommy’s successful 1990 reelection campaign. McCoshen has served as an unpaid advisor to many other successful statewide campaigns including: JB Van Hollen (‘02/06), Scott Walker (‘10/‘12), Ron Johnson (‘10/‘16) and Brad Schimel 2010. He’s also advised on a few unsuccessful statewide campaigns, too! McCoshen is regularly sought out for commentary on Wisconsin politics by state and national news outlets.

Scot Ross has served as a communications director at various levels of state and federal government and on a variety of political campaigns, including the first woman to run for governor in Wisconsin history and the first woman elected Attorney General. He also served as the research director for America Coming Together in Washington, DC in 2004. Over a dozen years, Ross led One Wisconsin Now, building it from a 2,000-person email list into the most quoted progressive organization in Wisconsin supporters. Ross is a regular guest on MSNBC, occasional guest on Fox News and One Wisconsin Now been quoted in media across the state and the nation.