

DMI NEW YORK STATE MIDDLE-CLASS SCORECARD
GOOGLE ADWORDS CAMPAIGN UPDATE

April 17, 2006

News

DMI has been overwhelmed with the response to its groundbreaking Google AdWords campaign that accompanied the release of “Fighting for New York’s Middle Class: 2001-2005 NY State Legislative Scorecard.” Over the past 30 days, DMI has received countless phone calls and emails thanking DMI for providing such easy and valuable access to information about how state legislators are representing their concerns. As a result of the overwhelming response, DMI has decided to continue its Google AdWords campaign for its middle-class scorecard for duration of 2006. As a legislator’s votes affect New York’s current and aspiring middle class every day, it seems only proper that these legislators should be accountable for those votes every day as well.

What They Are Saying About DMI’s Google AdWords campaign

Jon Fine, “Rise Of The Lowly Search Ad,” *Business Week* - “[Google] search[ing] is a defining media behavior of the here and now, and so the search ad itself occupies valuable real estate. This is why savvy big-name marketers are now tying search ads into more traditional campaigns. . . . The Drum Major Institute for Public Policy, a nonprofit think tank, began placing its grades of New York legislators' records alongside search results whenever a New York state legislator is Googled. Now, could that work with an Herbalife flyer? Didn't think so.”

Rick Carlin, *Albany Times Union*: “Googling” people or looking up their names on the Google search engine has become a pastime. But now, a New York City-based think tank is taking the game a step further by posting the results of their scorecard for state Assembly and Senate members in Google’s growing “Sponsored Links” section. By paying for an ad that is posted when someone Googles a state lawmaker's name, the organization gets its message out... The strategy should also help the Drum Major Institute gain a bigger Web presence, noted Toby Berkowitz, associate dean of Boston University's School of Communications. “It's a smart way to get clicks to your organization,” said Berkowitz.

Scott Shields, *MyDD.com*: “...this is an incredibly valuable resource... To me, this is brilliant. What better way to get relevant information to people looking up their state representatives than a Google AdWords campaign?”

Micah L. Sifry, *Personal Democracy Forum*: “This [Google AdWords campaign is] a very smart move. Instead of hoping that potential supporters will find their way to Drum Major’s home page, the institute is going where people are already searching for information and, for

what I'm sure is a few pennies per click-through, offering to connect them to timely information."

State Senator Liz Krueger: "DMI has creatively demonstrated a new way to connect the public to what happens in our State Capital and how we, their legislators are voting on important bills. I am pleased that DMI is taking a leadership role in providing sunshine and improved access to the decisions being made in Albany, while also illustrating an innovative new model in the evolution of digital information and politics."

Manhattan Borough President Scott Stringer: "[Because of DMI's Google AdWords campaign,] any legislator who got a D or an F on middle class issues is going to [be] freak[ing] out."

Kate Kaye, *ClickZ News Blog*: "We'll definitely be seeing more of this, especially from candidate campaigns, not just advocacy groups."

Ami Ngai, *Gotham Gazette*: "A particularly innovative feature of [the DMI] scorecard is the ability for anyone to access the grades of their respective state legislator by simply typing the member's name into a Google search. The search results also provide a link to the full report and an opportunity to view the individual votes on the specific legislations. By pioneering such a feature, DMI not only took what could have been an obscure report mainstream, but also provides access to more New Yorkers and sheds light on important decisions made in Albany."

Matt Singer, *The Daily Plan*: "New York's Drum Major Institute deserves high marks for ingenuity. Today, . . . [t]hey've released a new scorecard rating legislators from 2001 to 2005 on a whole host of issues affecting the middle class: insurance fraud, fair wages, college tuition, day care, and health care. Of course, putting out a scorecard is nothing new. . . . What's unique is the way they are promoting the findings."

DMI Campaign Statistics: March 15, 2006 through April 13, 2006

Full Campaign	Number of Impressions	Click-Through Rate ¹
DMI Campaign: The First 30 Days	76,951	1.2%

Impressions Rank	Ad Group Name	Number of Impressions	Click-Through Rate
1.	W. Barclay	6,436	0.3%

2.	J. Bruno	5,790	2.4%
3.	N. Spano	5,609	0.4%
4.	P. Manning	4,390	0.3%
5.	R. Meier	3,390	2.0%
6.	A. Smith	2,850	1.2%
7.	S. Stringer	2,823	0.5%
8.	J. Wright	1,752	0.3%
9.	A. Robinson	1,532	0.3%
10.	S. Silver	1,389	2.2%
11.	A. C. Powell	1,359	0.2%
12.	J. Brown	1,323	0.3%
13.	R. Gottfried	1,005	0.5%
14.	S. Sanders	1,002	0.3%
15.	J. Hayes	999	0.5%
16.	D. O'Donnell*	922	0.1%
17.	J. Bing	864	0.8%
18.	E. Little	857	1.9%
19.	J. Brennan	711	0.5%
20.	J. Rivera	696	0.1%
21.	M. Smith	679	0.2%
22.	J. Flanagan	675	0.2%
23.	B. McLaughlin	671	0.5%
23.	K. Parker	671	0.5%
25.	D. Paterson	667	0.2%
26.	R. Sweeney	523	0.1%

27.	M. Connor	518	1.7%
28.	J. Seward	512	2.3%
29.	M. Golden	480	1.2%
30.	W. Larkin	466	0.2%
31.	D. Townsend	463	0.6%
32.	R. Brodsky	417	0.9%
33.	R. Green	415	0.7%
34.	C. Andrews	408	0.9%
34.	N. Calhoun	408	0.9%
36.	J. Miller	403	0.2%
37.	K. Cahill	389	1.0%
38.	K. Wright	379	0.0%
39.	B. Clark	358	0.5%
39.	L. Krueger	358	3.3%
41.	T. Duane	339	1.4%
42.	J. Serrano*	335	0.0%
43.	O. Johnson	331	0.0%
44.	M. Balboni	328	2.1%
45.	J. Lavelle	316	0.3%
46.	D. Skelos	306	1.3%
47.	P. Rivera	305	1.6%
48.	C. Norman	303	0.6%
49.	D. Hikind	299	0.3%
50.	S. Hoyt	285	0.7%
51.	C. Nolan	268	0.7%

52.	J. Quinn *	267	0.7%
53.	M. Benjamin *	266	0.0%
54.	W. Stephens	261	1.1%
55.	K. LaValle	247	2.0%
56.	R. McDonald	243	4.1%
57.	J. DeFrancisco	237	1.6%
57.	J. Tedisco	237	1.6%
59.	N. Perry	235	0.0%
60.	S. L. Wirth	235	1.7%
61.	V. Lopez	227	2.2%
62.	F. Padavan	226	0.8%
62.	S. Saland	226	3.9%
64.	D. Volker	225	1.3%
65.	M. Schroeder *	224	0.0%
66.	R. Diaz	221	0.4%
66.	J. Marchi	221	1.8%
68.	W. Magee	220	0.0%
69.	K. Hannon	217	6.9%
70.	R. Diaz, Jr.	216	0.9%
71.	R. Reilly *	211	0.4%
72.	F. Ortiz	200	0.0%
73.	T. Alfano	197	7.1%
74.	D. McDonough	196	0.0%
74.	J. Sampson	196	0.5%
76.	M. O'Connell	193	0.0%

77.	J. Robach	187	2.6%
78.	S. Maltese	184	3.2%
79.	J. Klein*	182	0.0%
80.	M. Weprin	179	4.4%
81.	L. Diaz*	178	0.0%
82.	T. Libous	173	2.3%
83.	C. Trunzo	172	4.0%
84.	C. Fuschillo	169	1.7%
85.	M. Nozzolio	168	2.9%
86.	V. Leibell	167	4.1%
87.	T. Barraga	164	28.6%
88.	A. Paulin	163	1.2%
89.	D. Valesky*	159	3.1%
89.	J. Bonacic	159	3.7%
91.	M. Cusick	158	0.6%
92.	A. Bradley	157	0.6%
93.	T. DiNapoli	152	2.6%
93.	C. Kruger	152	1.3%
95.	B. Kolb	151	1.9%
95.	E. Schneiderman	151	5.2%
97.	H. Farley	149	2.6%
98.	J. Alesi	146	2.7%
98.	S. John	146	0.0%
100.	E. Gonzalez	143	1.3%
100.	R. Oaks	143	0.6%

102.	G. Maziarz	142	4.2%
103.	J. Conte	140	0.7%
104.	J. Sabini	138	4.3%
105.	M. Butler	137	1.4%
105.	C. Nesbitt	137	1.4%
107.	A. Grannis	136	2.9%
108.	A. Espaillat	135	0.7%
109.	M. Fitzpatrick	134	1.2%
110.	B. Brown	133	1.2%
111.	B. Barra	130	2.3%
112.	D. Gordon	129	1.2%
113.	P. Tonko	128	2.3%
114.	C. Ortloft	127	1.2%
115.	S. Cymbrowitz	126	1.2%
116.	M. Benedetto*	125	0.0%
116.	H. D. Farrell	125	0.0%
118.	P. Eddington	124	5.6%
119.	A. Cohen	122	2.4%
119.	C. Marcellino	122	5.7%
119.	M. L. Rath	122	2.4%
122.	G. Finch	118	0.8%
123.	D. Glick	117	3.4%
123.	W. Scarborough	117	0.8%
125.	J. Christensen	116	1.7%
126.	M. Gianaris	115	0.8%

127.	J. R. Peralta *	114	0.0%
128.	C. Arroyo	109	0.9%
129.	W. Colton	101	0.0%
129.	J. Morelle	101	2.9%
131.	D. Gantt	99	1.0%
131.	D. Koon	99	0.0%
133.	P. Ramos	97	0.0%
133.	F. Thiele	97	2.0%
135.	J. Errigo	95	7.3%
136.	R. Destito	93	2.1%
136.	G. Latimer *	93	2.1%
138.	D. Savino *	92	0.0%
139.	J. Millman	91	8.7%
139.	F. Seddio	91	2.1%
141.	A. M. Carrozza	89	2.2%
142.	N. Breslin	84	1.1%
142.	S. Galef	84	3.5%
144.	M. Mirones	83	3.6%
144.	P. Tokasz	83	0.0%
146.	T. Morahan	82	0.0%
147.	T. Kirwan	81	1.2%
147.	J. Saladino *	81	0.0%
149.	C. Peoples	78	0.0%
150.	D. Hooker *	75	0.0%
151.	A. Gunther	74	1.3%

151.	R. Karben*	74	1.3%
151.	J. Meng*	74	1.3%
154.	R. Canestrari	73	1.3%
155.	A. Pheffer	72	2.7%
156.	V. Cook	71	0.0%
156.	R. Schimminger	71	1.4%
158.	B. Lifton	69	0.0%
158.	T. Sayward	69	2.8%
160.	J. Dinowitz	67	2.9%
161.	R. Hassell-Thompson	66	1.5%
161.	J. Lentol	66	1.5%
163.	A. Raia	64	3.1%
164.	A. Hevesi*	62	1.6%
164.	V. Montgomery	62	0.0%
166.	G. Winner*	59	0.0%
167.	F. DelMonte	58	1.7%
168.	C. Crouch	57	5.2%
168.	S. Englebright	57	1.7%
168.	C. Heastie	57	3.5%
171.	G. Fields*	56	1.7%
171.	I. Lafayette	56	1.7%
171.	S. Oppenheimer	56	1.7%
174.	P. Casale	55	7.2%
174.	V. Ignizio*	55	3.6%
176.	D. Aubertine	53	7.5%

176.	D. Lupardo*	53	0.0%
176.	W. Magnarelli	53	0.0%
176.	J. McEneny	53	13.2%
176.	H. Weisenberg	53	0.0%
181.	B. Reilich	52	3.8%
182.	D. Scozzafava	51	7.8%
183.	T. O'Mara*	50	0.0%
184.	J. Aubry	48	0.0%
185.	N. Rivera*	46	2.1%
186.	P. Abbate	45	2.2%
187.	R. Walker*	42	0.0%
188.	P. Acampora	41	0.0%
188.	M. Dilan	41	9.7%
188.	R. Jacobs	41	0.0%
188.	M. Markey	41	0.0%
192.	A. Rabbitt*	37	2.7%
193.	G. Onorato	36	2.7%
193.	W. Parment	36	5.5%
195.	J. Bacalles	34	0.0%
196.	W. Stachowski	33	3.0%
197.	T. A. Stavisky	32	3.1%
198.	D. Towns	31	0.0%
199.	N. Mayersohn*	30	0.0%
199.	H. Weinstein	30	0.0%
201.	K. Zebrowski*	29	0.0%

202.	M. Titus	27	7.4%
203.	E. Hooper	26	0.0%
204.	D. Burling	24	0.0%
205.	C. Young	22	0.0%
206.	J. G. Pretlow	22	4.5%
207.	A. Seminerio	21	4.7%
208.	W. Boyland*	17	0.0%
209.	A. Greene	16	0.0%
210.	C. Lavine*	15	0.0%
211.	L. Mosiello*	13	7.6%

* Because Senator Catharine Young was both the most recent Assemblymember and the most recent Senator to hold office in her respective districts 2005, she was included in the Scorecard in both positions. As a result, the Google AdWords campaign included 211 individual legislators rather than 212.

ANALYSIS

People Are Interested In Learning More About Their Legislators In Albany: New Yorkers Googled a member of their State Legislature almost 77,000 times between March 15, 2006 and April 13, 2006. . . . And because of DMI’s Google AdWords campaign, every one of them found out about that legislator’s DMI middle class voting grade.

Click-Through Rates: For the graded elected officials, the grades of the top ten highest click-through rates were as follows: 1 A, 3 A-, 2 B, 1 C, 1 C-, 1 D+, 1 D. The conclusion to be drawn is that high click-through rates did not favor those who receive either a high or low grade.

¹ According to the Small Business Resource Center, a good click-through rate on Google AdWords is anything at or above 1%.

* This elected official did not have enough votes to receive a grade from DMI. A listing for this representative was added half-way through the campaign and therefore does not represent a full month of Google AdWords exposure.