

MEMORANDUM

TO: Interested Parties
FROM: Mike Collins for Senate
DATE: September 21, 2026
RE: Who needs to hear what in the Georgia Senate race

THE VOTERS WHO WILL DECIDE THIS RACE

One in ten Georgia voters is still up for grabs for Mike Collins. They are Republicans and conservative-leaning independents who voted for Donald Trump in 2024 and are voting for Rick Jackson for Governor. They should be voting for Mike Collins, and they are not yet, mainly because they do not have a firm opinion of him. Most of them cannot tell you anything about him, and a third have never seen an ad about him.

WHERE THEY ARE

Two-thirds of them live in the Atlanta media market, followed by Macon and Augusta.

HOW TO REACH THEM

They get their news from local broadcast TV, internet news sites, and social media. Streaming is how a plurality get live television. They are seeing fewer political ads than everyone else, so they need to see these messages more often, and they need to keep seeing them all the way through November 3.

WHAT THEY CARE ABOUT

The cost of living. Nothing else is close.

WHAT THEY NEED TO HEAR ABOUT MIKE COLLINS

Mike Collins is one of them. He was born and raised in Georgia, worked as a trucker, and built a small business that created Georgia jobs. He cut their taxes, voting to end taxes on tips and overtime and saving the average Georgia family \$10,500 a year. He works with both parties and has had two bills signed by two Presidents of two different parties.

WHAT THEY NEED TO HEAR ABOUT JON OSSOFF

1. **He raises your taxes.** Ossoff voted for a \$4 trillion tax hike on nearly 90% of Americans.
2. **He is too extreme for Georgia.** Ossoff takes three times more campaign money from California than from Georgia. Ossoff is endorsed by Hasan Piker, who said America deserved 9/11 and calls himself a Marxist.
3. **He does nothing about fraud.** Criminals steal billions from taxpayers. Collins will hold them accountable, and Ossoff refuses to act.
4. **He failed veterans.** Ossoff took credit for a veterans bill he did not vote for and voted against funding for veterans' care.

BOTTOM LINE

These voters already agree with Mike Collins, but they do not know him yet. Introduce him, and tell them the truth about Jon Ossoff on taxes and extremism, on Atlanta TV and streaming, from now through Election Day.