

Texas Political Showdowns

Aug 28, 2022 <https://www.cnn.com/2022/08/28/politics/beto-orourke-bacterial-infection/index.html>

Aug 18, 2022 <https://www.tpr.org/government-politics/2022-08-18/beto-orourkes-rural-texas-push-attracts-hundreds-in-deep-red-fredericksburg>

Aug 14, 2022 <https://www.newsweek.com/beto-orourkes-chances-beating-abbott-under-3-months-election-1733507>

Aug 11, 2022 <https://www.texastribune.org/2022/08/11/beto-orourke-greg-abbott-motherfucker-heckler/>

Aug 11, 2022 <https://www.motherjones.com/mojo-wire/2022/08/beto-orourke-calls-out-motherfucker-who-laughed-over-ualde-mass-shooting/>

Aug 11, 2022 <https://twitter.com/therecount/status/1557396279524818944>

Gov. Abbott Says Beto O'Rourke Received One Million Dollars from George Soros

Gov. Greg Abbott (R-TX) reacts to NYC Mayor Eric Adams (D) suggesting sending New Yorkers to Texas to help Beto O'Rourke (D) defeat him in the gubernatorial race:

Aug 8, 2022

<https://www.kxxv.com/hometown/texas/protestors-surround-texas-gov-candidate-beto-orourke-holding-abbott-for-texas-signs> Protestors surround Texas Gov. candidate Beto O'Rourke holding Abbott for Texas signs

<https://twitter.com/i/status/1556651031571865600>

<https://twitter.com/PattyCakes1203/status/1556679140883021824>

Who is Behind Beto's campaign?

<https://betoorourke.com/>

Made with [Middle Seat](#)

What is Middle Seat?



<https://middleseat.co/>

The digital firm for progressive causes and candidates. We support campaigns, organizations, and causes fighting for racial justice, climate action, immigrant rights, intersectional feminism, economic justice, and more.

<https://middleseat.co/job/chief-of-staff/>

Middle Seat is a recognized leader in the digital media and fundraising space, serving many of the nation's most prominent progressive candidates and causes. We're a full-service firm with email, advertising, creative, social, texting, and web development teams. We're 50+ writers, designers, coders, and strategists all passionate about creating real and lasting change. In just five years we've raised hundreds of millions of dollars with grassroots donors; we've helped elect or re-elect some of the nation's most powerful voices for change.

<https://middleseat.co/videos/>

Beto For Texas

John Fetterman For Senate

Jerry Nadler For Congress

Rana Abdelhamid for Congress

WFP National PAC

J Street

Fight Corporate Monopolies

Bob Libal for County Commissioner
Charles Booker for Senate
Cori Bush for Congress
Erica Smith for Senate / Congress
Greg Casar for Congress
John Fetterman for Senate
Julie Oliver for Congress
Hood to the Holler
Nabilah Islam for State Senate
Women's March Global

<https://middleseat.co/work/>

<https://middleseat.co/case-study/national-nurses-united/>



<https://middleseat.co/case-study/ayanna-pressley/>

- run a comprehensive direct donate and acquisition program
- Designed and developed a new, engaging website

- build our [contacts] list with the most engaged supporters we can find; use past performance of the Congresswoman's digital program to decide how to spend the next dollar of acquisition budget, which ensures that we're investing in the best possible acquisition sources
- run an authentic and high-engagement email program
- personalize content and fundraising asks
- Expanded the A-team: paid acquisition ads and organic list-building tactics have increased the email list by 68%, increasing our fundraising and organizing capacity
- Recruited New Donors — While Running At a Profit; invested tens of thousands of dollars in direct donate ads, which ran at an overall profit. In addition, these ads also recruited thousands of new donors, who will give to this program again and again.
- capitalized on every opportunity to engage our supporters
- our services always capitalize and reflect on the incredible work Congresswoman Pressley is doing in Congress for the MA-07 [Massachusetts's 7th congressional district]

<https://ayannapressley.com/> Policies that meet the moment, like the [Ending PUSHOUT Act](#), the [People's Justice Guarantee](#), [Student Debt Cancellation](#), [Freedom to Move Act](#), the [Federal Job Guarantee](#), and the [John Lewis Voting Rights Act](#) are central to recognizing this vision.

Do you support these policies? [Are you a state or municipal candidate/office holder interested in becoming a Pressley Policy Pledge Candidate?](#) Fill out our questionnaire below to take the pledge. 2022 MA candidates will receive notice on if they have received the pledge following the application deadlines listed below.

<https://middleseat.co/case-study/biden-victory-fund/> Biden For President, the DNC, and 47 state parties entered a joint fundraising agreement as the Biden Victory Fund. [Middle Seat and the DNC \[Democratic National Committee\] in house digital advertising team teamed up](#) to revamp the Biden Victory Fund direct response ads program and fundraise for Democrats up and down the ticket to secure our victory in 2020.

<https://twitter.com/MiddleSeatCo>

<https://www.linkedin.com/company/middle-seat> Middle Seat is a digital consulting firm that works with progressive campaigns, non-profits, advocacy organizations.



Industries - Advertising Services, Company size - 11-50 employees, Headquarters - Washington, D.C., Type - Partnership, Founded - 2016

See 51 employees - None of the names are shown in the list but most have pictures

Roles:

- Digital strategist
- Political organizer
- Social media and texting coordinator

<https://www.apollo.io/companies/Middle-Seat-Digital/5a9cd126a6da98d97012b214?chart=count>

Notable Alumni (Meaning they no longer work there)



Zack Exley - Co-Founder - New Consensus

<https://www.linkedin.com/in/zackexley/> Co-founding partner Middle Seat Sep 2016 - Jan 2018 Washington D.C. Metro Area Washington D.C. Metro Area Co-founder at Middle Seat, a digital marketing, media and organizing firm advocating for progressive campaigns and causes. Founded by digital leaders in the Bernie 2016 presidential campaign, Middle Seat prides itself on helping bold campaigns and non-profits achieve their goals through innovate fundraising and organizing operations.



Azlin Armstrong – Associate – Consulium

<https://www.linkedin.com/in/azlin-armstrong/> Digital Strategist Middle Seat Digital Apr 2021 - Jul 2022 Washington, District of Columbia, United States Washington, District of Columbia, United States • Manage email programs for 3+ high-profile political candidates and organizations, focusing on acquisition, engagement, retention, and growth; • Conducts market research and A/B testing, drafting compelling content copy for 15+ weekly fundraising and organizing emails; • Works cross-functionally with Finance, Communications, Ads, and Product teams, creating a digital presence for clients



Leesa Allmond - Director, Social Media & Content – Superfly

<https://www.linkedin.com/in/leesaallmond/>

Digital Advertising Strategist Middle Seat Digital Jan 2018 - Nov 2018 • Strategized and executed paid conversion, engagement, lead generation, and reach digital advertising programs on Facebook, Instagram, YouTube and Twitter to fundraise, grow email lists, and persuade voters to act • Managed over \$500,000 in digital advertising spend for clients such as the Anti-Defamation League, Color of Change, and Beto O’Rourke, translating client business goals into strategic social objectives and generating more than 100,000 leads and \$1 million in donations • Strong cross team experience planning and executing A/B testing strategies using Facebook’s split testing tool to drive more efficient conversions by collaborating with creative team and testing different video, graphics, and ad copy • Drove double digit ROI using strategic targeting and optimization strategies during live events • Synthesized campaign insights into in-depth reports, illustrating data graphically and translated deliverables into actionable next steps with measurable impact



Ana Little-Sana - Communications Associate - Carbon180

<https://www.linkedin.com/in/alittlesana/> Digital Strategist Middle Seat Digital May 2021 - Jun 2022 · 1 yr 2 mos



Matthew Kowal - Senior Analyst – Accenture

<https://www.linkedin.com/in/matthew-kowal-80166b168/>

Intern Middle Seat Digital Aug 2019 - Nov 2019 Washington D.C. Metro Area

https://opencorporates.com/companies/us_dc/EXTUID_4177766

Middle Seat Consulting LLC **BRANCH**

Company Number

EXTUID_4177766

Native Company Number

[L00005580846](#)

Status

Active

Incorporation Date

6 February 2017 (over 5 years ago)

Company Type

Limited Liability Company

Jurisdiction

[District of Columbia \(US\)](#)

Branch

Branch of [MIDDLE SEAT CONSULTING LLC](#) (Delaware (US))

Registered Address

- 1436 U Street NW, Suite 404
- Washington
- 20009
- District of Columbia
- United States

Agent Name

Kenneth Pennington

Agent Address

6813 5th St NW, Washington, District of Columbia, 20012

[Directors / Officers](#)

- [Bennett, Elizabeth](#), governor
- [Kenneth Pennington](#), agent
- [Pennington, Kenneth](#), governor
- [Pennington, Kenneth](#), executing officer
- [Sigala, Hector](#), governor
- [Sigala, Hector](#), executing officer

https://opencorporates.com/companies/us_de/6160700

MIDDLE SEAT CONSULTING LLC

Company Number

6160700

Incorporation Date

22 September 2016 (almost 6 years ago)

Company Type

Limited Liability Company

Jurisdiction

[Delaware \(US\)](#)

Agent Name

NATIONAL REGISTERED AGENTS, INC

Agent Address

160 GREENTREE DR STE 101, DOVER, Kent, DE, 19904

<https://www.opensecrets.org/about>

Our Vision and Mission: Inform, Empower & Advocate Nonpartisan, independent and nonprofit, OpenSecrets is the nation's premier research group tracking money in U.S. politics and its effect on elections and public policy. Our mission is to track the flow of money in American politics and provide the data and analysis to strengthen democracy. Our vision is for Americans to use this knowledge to create a more vibrant, representative and accountable democracy.

<https://www.opensecrets.org/campaign-expenditures/vendor?cycle=2020&vendor=Middle+Seat+Consulting>

Total reported payments, 2020 cycle: \$25,669,294

Beto O'Rourke for Texas	\$2,952,250	26	2019-03-11	2019-12-20
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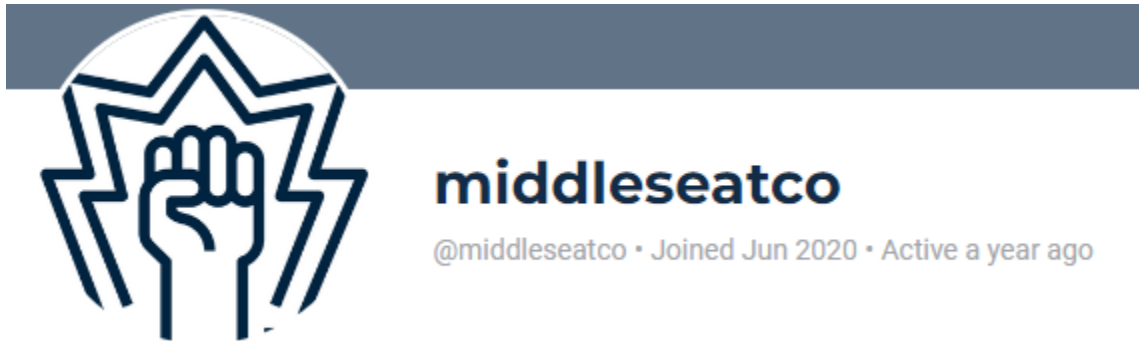
NOTE: Numbers on this page are based on expenditures reported by candidates, parties, PACs and outside spending groups for the 2019-2020 election cycle, based on Federal Election Commission data available electronically on Monday, February 01, 2021.

<https://www.transparencyusa.org/tx/payee/middle-seat-consulting> (Texas)

Middle Seat Consulting – Entity - \$6,387,240 TOTAL RECEIVED: \$6,387,240

\$5,406,117.20 Beto O'Rourke Beto for Texas

<https://www.gainpower.org/community/members/middleseatco/>



<https://peoplesparty.org/the-aoc-beto-biden-48-million-connection-middle-seat/> Middle Seat, the main media consulting firm behind Justice Democrats, MoveOn, The Squad, AOC, Beto O'Rourke, Working Families Party, Indivisible, and dozens of other self-proclaimed progressives has raked in more than \$48 million in revenue – while simultaneously working to co-opt progressive messaging in an effort to carry water for Democratic party elites.

<https://www.idealists.org/en/consultant/59efef1ab742483e924ed8b87bc84a91-middle-seat-washington> Middle Seat is a brand new progressive digital consulting firm founded by former Bernie 2016 digital and organizing staff. PO box 21600 , Washington, DC None, United States

<https://medium.com/@RobletoFire/top-political-media-agencies-cashed-in-on-ppp-f0d1c6393fd1> Robbie Jaeger - 756 Followers - Independent Investigative Journalist. Sociopolitical Critic. Following The Money Down The Rabbit Hole And Back Again.

Top Political Media Agencies Cashed In On PPP - Sep 15, 2020 - In addition to Aisle 518, another couple of notable "progressive" consulting firms cashed in on the PPP. Middle Seat Consulting, a digital media firm co-founded by Justice Democrats' founder Zack Exley (who has since left the company), received a PPP loan of up to \$1M. Middle Seat still maintains close ties to Justice Democrats and their supported candidates — they've been paid \$16M for digital services by the campaigns of congressional candidates Jamaal Bowman, Charles Booker and Rep. Alexandria Ocasio-Cortez. In addition, Blue Wave Political Partners, founded by Bernie Sanders' Presidential and Senatorial campaign treasurer Lora Haggard, also received a PPP loan for up to \$350,000. While Blue Wave itself has only been billed just over \$3M this cycle, Haggard, and Jay Petterson (her partner at the firm), are listed as treasurer on dozens PACs and campaign committees (for this cycle alone) on the FEC website.

<https://www.cityandstateny.com/power-lists/2021/10/2021-political-consultants-power-75/186320/>

40. Kasey O'Brien & Liz Bennett - Social Media and Texting Lead; Director of Advertising, Middle Seat Consulting

Last year, Middle Seat Consulting positioned Jamaal Bowman to be the only House challenger in New York to knock out an incumbent in the Democratic primary, following in the footsteps of another client, Rep. Alexandria Ocasio-Cortez. The Washington, D.C., firm is hoping to keep the trend going next year, backing Rana Abdelhamid's 2022 challenge of Rep. Carolyn Maloney. The progressive-minded firm also worked on the Biden-Harris campaign.

Key clients: Joe Biden for president, Rana Abdelhamid for Congress, Tahanie Aboushi for Manhattan district attorney, Justice Democrats

Biggest accomplishment: "Middle Seat led digital fundraising efforts for Alexandria Ocasio-Cortez's reelection campaign, helping (to) raise nearly \$20 million in the 2020 cycle."

<https://campaignworkersguild.org/middle-seat> March 27, 2018 - Workers at Progressive Consulting Firm Unionize WASHINGTON, D.C. — Workers at Middle Seat Consulting, a digital agency that specializes in fundraising, advertising, and media for progressives, announced unionization Wednesday. "We believe deeply in the power of unions to make the workplace more fair, and the vital role they play in taking on inequality in the economy. The trend lines could not be more clear: when workers unionize, the middle class grows and everyone prospers; when unions are weakened, that's when wealth is concentrated in the hands of a very few," said Hector Sigala and Kenneth Pennington, founders and partners of Middle Seat. "It's important for every progressive candidate and organization to practice what they preach, which is why Middle Seat is so proud to see our own team live our values by collectively bargaining for wages, hours, and working conditions. We're excited to see the Campaign Workers Guild continue to build power, and look forward to negotiations in the coming weeks." The Campaign Workers Guild is a new independent national union representing non-management workers on electoral and issue-based campaigns.

<https://freebeacon.com/politics/aoc-backing-pac-paid-300k-to-company-founded-by-pacs-founder/> March 15, 2019 - The Justice Democrats PAC—which was cofounded by Ocasio-Cortez's chief of staff Saikat Chakrabarti, who also acted as her campaign chair—helped power her surprise victory over Joseph Crowley during the Democratic primary. Chakrabarti founded the group with former Sanders campaign adviser Zack Exley, YouTube host Cenk Uygur, and leftwing talk show host Kyle Kulinski. The PAC raised \$2.5 million in contributions and disbursed around the same amount during the midterms. Filings with the Federal Election Commission show the PAC paid \$300,000 for fundraising consulting to Middle Seat Consulting LLC, a Washington, D.C.-based firm that supports "campaigns, organizations, and causes fighting for racial justice, climate action, immigrant rights, intersectional feminism, economic justice." The money was disbursed to Middle Seat between March 2017 and December 2018. Exley, who worked alongside Chakrabarti on the Sanders campaign before launching Justice Democrats, is a cofounder of Middle Seat, according to his LinkedIn profile. Middle Seat does not disclose the individuals who are associated with the firm on its site. However, the LLC was incorporated in D.C. in early 2017 and lists Kenneth Pennington and Hector Sigala as its governors, according to business records filed to D.C.'s Department of Consumer and Regulatory Affairs. "They've found a way to dodge transparency," said Tom Anderson, the director of the National Legal and Policy Center's (NLPC) Government Integrity Project when asked about the payments to Middle Seat. "This is the ultimate dark money machine. If you want to go to school to learn how to make a dark money machine in politics, go to these guys because they've mastered it. And this is an example of it."

<https://pitchbook.com/profiles/company/184602-70#overview>



Primary Office - PO Box 21600 - Washington, DC 20009 - United States

Middle Seat Executive Team (2)

Kenneth Pennington - Co-Founder & Partner

Hector Sigala - Co-Founder

Middle Seat Investors (1)

The eFactory Accelerator/Incubator Minority

<https://www.crunchbase.com/person/kenneth-pennington>

<https://www.crunchbase.com/organization/the-efactory> The eFactory is a tech-focused business incubator and entrepreneurial development center. The eFactory Business Incubator welcomes big thinkers and entrepreneurial spirits searching for the American dream - business ownership. Being your own boss is a major draw to starting a business, but often making the necessary business plans, securing funds, and making the leap into business ownership can be difficult for an individual alone. That's where The eFactory steps in - helping you achieve your business goals by taking the guesswork out of the process.

<https://efactory.missouristate.edu/> *Once again, buying student votes with promise of jobs and influence*

Who is REALLY Behind Middle Seat?

<https://www.influencewatch.org/person/zack-exley/> After he left the role of senior adviser to Senator Sanders' failed presidential election campaign, Exley co-founded Middle Seat, a digital marketing, media, and organizing firm. He left

the company in January 2018. Justice Democrats also paid Exley's consulting firm Middle Seat \$301,686.66, and \$77,397.27 to Alexandra Rojas.

<https://www.influencewatch.org/non-profit/new-organizing-institute-education-fund/> From 2009-2010 Exley was an Open Society Foundations fellow, receiving a grant from the George Soros-aligned foundation. In 2016, he was an advisor on socialist Sen. Bernie Sanders' (D-VT) failed presidential campaign; from its collapse he co-founded Middle Seat, a digital marketing firm catering to far-left politicians and causes. Exley co-founded the left-wing political committees Justice Democrats and Brand New Congress, which aims to elect socialist and far-left Democrats. In 2018, he co-founded New Consensus, a non-profit that promotes the extremist Green New Deal.

NOI is defunct. For its successor, see Center for Tech and Civic Life (CTCL)

In 2012, Whitney May, Tiana-Epps Johnson, and Donny Bridges founded Center for Tech and Civic Life (CTCL), a left-of-center voter outreach group. All three would work for New Organizing Institute from 2012-2015 and then return to CTCL. In 2020, CTCL received a \$250 million grant from Facebook billionaire Mark Zuckerberg.

<https://www.opensocietyfoundations.org/grants/open-society-fellowship?fellow=zack-exley> Zack Exley is an online organizing strategist currently serving as chief community officer at the Wikimedia Foundation and a strategic consultant at ThoughtWorks. As an Open Society Fellow, he was based in Missouri, where he worked to identify "leaderless" organizing models that would enable local leaders, activists, and social service providers to mobilize diverse constituencies that do not normally work together.

Exley cofounded and served as president of the New Organizing Institute, a progressive political technology training organization in Washington, and was organizing director at MoveOn.org. In 2008, he worked with the Obama campaign as a consultant and researcher, and in 2004, he served as director of online communications and organizing for John Kerry's presidential campaign. He spent much of the 1990s as a union organizer.

Exley has written for the Huffington Post, among other publications, and has appeared on Hannity & Colms, Hardball with Chris Mathews, Scarborough Country, All Things Considered, the Diane Rehm Show, BBC News Hour and others. He has been profiled by the Wall Street Journal, the New York Observer, the Los Angeles Times, CNN Presents, Wired News, and other publications.

<https://www.influencewatch.org/non-profit/center-for-tech-and-civic-life/> The Center for Tech and Civic Life (CTCL) is a Chicago, Illinois-based center-left election reform advocacy group formed in 2012. The organization pushes for left-of-center voting policies and election administration. It has a wide reach into local elections offices across the nation and is funded by many left-of-center funding organizations such as the Skoll Foundation, the Democracy Fund, the John S. and James L. Knight Foundation, and the Rockefeller Brothers Fund. <https://www.techandcivicliflife.org/key-funders-and-partners/>

<https://www.techandcivicliflife.org/our-story/> Our founders — Tiana Epps-Johnson, a civic technologist, Whitney May, a former election official, and Donny Bridges, a civic data expert — joined forces in 2012 to get more Americans civically engaged. Bringing together their unique, individual areas of expertise offered a chance to break down the traditional siloes found in the civic data and election administration worlds. **No mention of Zack Exley or NOI here...**

<https://capitalresearch.org/article/the-new-new-organizing-institute/> The New Organizing Institute (NOI) had one job: **Elect Democrats**. It did that job very well. Then its team had a fight and shut its doors, but three of its expert technicians immediately resumed operations with another organization to accomplish the same mission of electing Democrats using cutting-edge techniques. That *new* New Organizing Institute had a similarly bland name, the [Center for Technology and Civic Life](#). **For even more camouflage, CTCL was set up as a 501(c)(3) nonprofit** rather than as a 501(c)(4) nonprofit, because a 501(c)(4) is an obvious political weapon. A 501(c)(3) is less obvious because it is legally prohibited from [intervening for a political party](#).

NOI was formed in 2004 by two veteran left-wing activists: [Judith Freeman](#), an [AFL-CIO](#) strategist, and [Zack Exley](#), founding community organizing director for [MoveOn.org](#) in its 2003 [anti-Iraq War campaign](#).

Exley wrote a 2016 book examining Sanders's failed campaign entitled *Rules for Revolutionaries: How Big Organizing Can Change Everything*, co-authored with NOI board member Becky Bond, who previously worked as president of the left-wing CREDO super PAC. The book was [hailed](#) by leftists as a "recipe for Big Organizing" and a "warning to those living in open and privileged societies and working in well-funded top-down advocacy institutions" that a socialist wave would soon overtake the Democratic Party.

Rules for Revolutionaries parallels the NOI and CTCL approach to politics: Use a small group of dedicated, ideologically motivated staffers to field a digital get-out-the-vote drive disguised as a groundswell of support for socialism.

Major funding for NOI came from anonymous donors using Vanguard Charitable Endowment Program and Fidelity Charitable Gift Fund (donor-advised fund providers that redirect donors' funds), the [Ford Foundation](#), [George Soros's Open Society Foundations](#), and the [Tides Foundation](#). Other key donors were the [Arca Foundation](#), associated with the R.J. Reynolds family tobacco foundation; former Google CEO [Eric Schmidt's family foundation](#); the [NoVo Foundation](#), funded by [Peter Buffett](#) (son of Warren); the [Joyce Foundation](#), a Chicago-based philanthropy whose board once included Barack Obama; and [Unbound Philanthropy](#), a donor affinity group that mainly pushes for liberal immigration policies.

In February 2015, roughly 28 staffers presented an ultimatum to the NOI board demanding Ethan Roeder's resignation, alleging financial mismanagement that left the group on the brink of insolvency. Freeman and the board refused their demand. The next day, senior and lower staff walked out of NOI's office in downtown Washington, DC. Eight months later the group dissolved. But much like the infamous ACORN, [NOI did not perish so much as redistribute its efforts elsewhere.](#)

Among the [senior staffers who quit NOI in 2015](#) were Whitney May, state liaison for NOI's Voting Information Project and a former election administrator for Durham County, NC; Tiana Epps-Johnson, NOI's deputy data manager and a 2018 Obama Foundation fellow; and NOI research director Donny Bridges.

In 2012, these three founded CTCL in Chicago as a 501(c)(3) to advocate for election "reform" (read: create a permanent edge for Democrats in elections), soon moving to the larger and more established NOI. In 2015 they simply returned to CTCL, bringing with them NOI's aggressive training model to devastating effect in 2020.

What would those journalists and Big Tech executives say if a conservative billionaire decided to privatize an election using a 501(c)(3) charity? Cosmopolitan America would utterly melt down as the heathen raged. Instead, [when the Left privatizes the election, crickets.](#)

The Left—thanks to the New Organizing Institute and its bastard child, CTCL—has embraced Big Money, and it's here to stay.

<https://www.wsj.com/articles/george-soros-transfers-18-billion-to-his-foundation-creating-an-instant-giant-1508252926> Oct. 17, 2017 pioneer of hedge-fund investing has transferred the bulk of his wealth to Open Society Foundations