View this email in your browser

TO: Interested Parties
FR: Team Colom
RE: The Senate Map Just Got More Interesting—Mississippi is the Proof.

Scott Colom won the Democratic nomination for U.S. Senate in Mississippi Tuesday night, and he enters the general election in a stronger position than Cindy Hyde-Smith. **In a state Donald Trump carried by 23 points just 16 months ago, nearly as many Mississippians cast Democratic primary ballots as Republican ones — a sign of Democratic overperformance playing out here just as it is across the country.** Tuesday's results confirm what our campaign has believed from the start: Mississippi is more competitive than Washington insiders assume, Cindy Hyde-Smith is more vulnerable than she lets on, and Scott Colom is the right candidate to make history in November.

SCOTT WON DECISIVELY

Scott Colom won an unambiguous victory — earning the Democratic nomination outright, with no runoff required, defeating two opponents by a wide margin. He enters the general election as the unified Democratic standard-bearer with strong grassroots energy and a clear mandate.

DEMOCRATIC TURNOUT SURGED. REPUBLICAN TURNOUT STAYED FLAT.

However, one of the most important numbers from Election Night is not a vote share or win margin — it's what happened with total primary turnout. In an open-primary state, primary participation is a genuine barometer of enthusiasm and engagement. Tuesday night's numbers should put every pundit on notice:

- Democratic primary ballots cast: ~146,300 (94% reporting)
- Republican primary ballots cast: ~156,600 (96% reporting)

That's an estimated gap of roughly 3 points—a far cry from Donald Trump's 23-point advantage in the 2024 general election. **In the span of less than two years, the effective partisan gap in Mississippi has collapsed.** The near-parity in voter participation reflects genuine enthusiasm for Scott's candidacy and growing dissatisfaction with Hyde-Smith among voters across the spectrum.

The numbers tell the story. In the 2018 midterm primary, Republicans outpaced Democrats 157,170 to 87,931. Fast forward to 2026: Republicans 156,600, Democrats 146,300. Republican turnout stayed essentially flat — while Democratic turnout nearly doubled. **Republicans also *outspent* Democrats by *more than two to one* during the primary, and *still couldn't move the needle*.**

CINDY HYDE-SMITH ENTERS THE GENERAL WITH GLARING VULNERABILITIES

Hyde-Smith enters the general election carrying significant baggage — and the primary gave her no opportunity to shed it. Three issues have defined Hyde-Smith's failed leadership for Mississippi:

- **COSTS**: When asked about the skyrocketing cost of beef at the grocery store, Hyde-Smith told Mississippi families to simply stop eating beef, saying "there are so many proteins to choose from." That dismissive, out-of-touch response has become a defining symbol of how disconnected she is from the struggles of everyday Mississippians.
- **CHARACTER**: Hyde-Smith has a pattern of spending donor and lobbyist money on luxury expenses – all while Mississippians faced higher costs due to her price-hiking agenda. Hyde-Smith's campaign spent thousands in donor dollars on nearly a dozen Las Vegas vacations, five-star resorts and hotels, and expensive meals.
- **CORRUPTION**: In a move that speaks for itself, Hyde-Smith blocked a congressional stock trading ban and voted against measures that would have required greater disclosure of exactly the kind of campaign spending she was engaged in. She didn't just spend the money — she voted to hide it.

Taken together, these issues paint a portrait of a corrupt politician more focused on serving her big-money donors in Washington than serving hardworking Mississippians. Each one reinforces the central difference

between the two: Scott Colom is fighting to lower costs for Mississippi families while Cindy Hyde-Smith is charging luxury hotels to a campaign account and telling cash-strapped families to stop eating pricey beef.

MISSISSIPPI IS MORE COMPETITIVE THAN CONVENTIONAL WISDOM THINKS

The conventional wisdom treats Mississippi as a foregone conclusion. The data from Tuesday night and other recent elections tells a more complicated story — one of a state in gradual but unmistakable motion:

- **The gap is closing.** In the 2020 Senate race, the Democratic candidate lost by more than 130,000 votes. In the 2023 Governor's race, another statewide contest, Brandon Presley lost by just 27,000 — a fraction of that margin in a race that shocked national observers. Mississippi Democrats have been steadily closing the gap cycle over cycle.
- **The trajectory continued in 2025.** Democrats flipped several state legislative seats last year, overperforming Kamala Harris's margin in 2024 by up to 31 points and breaking the Republican supermajority in the Mississippi State Senate — concrete, recent proof that the movement is real and building.
- **Scott overperforms.** In his most recent re-election as District Attorney, Scott won by 11 points in a district where Trump and Harris tied — exceeding Harris' margin by double digits in majority-white, majority-Republican territory. That is the definition of crossover appeal, and it is specific to Scott Colom.
- **Mississippi's Black electorate.** At 37% of the state's population, Mississippi has the highest Black population share of any state in the nation. With the right candidate, the right message, and the right mobilization, that electorate can power a winning coalition.
- **Hyde-Smith's numbers are soft.** Polling from 2025 found that 45% of Mississippians held an unfavorable view of Hyde-Smith against just 44% favorable. More tellingly, only 38% of voters said they would support her re-election, while 46% said they preferred someone else — a re-elect number that should terrify any incumbent.
- **Mississippi is affordable to compete in.** A fully resourced campaign in Mississippi costs a fraction of what it takes in Texas, Michigan, or North Carolina. The efficiency of the Mississippi media market means every dollar goes further here than almost anywhere else on the map.
- **Worsening midterm environment.** With Republicans controlling the White House and both chambers of Congress, 2026 is structurally a challenging cycle for the party in power. Historically, the president's party

loses Senate seats in midterms — and an unpopular incumbent in a softening state is precisely the kind of target that flips, especially when voters are struggling with climbing costs spurred by Washington's tariff chaos.

SCOTT COLOM IS THE CANDIDATE FOR THIS MOMENT

Scott Colom is not a generic Democratic candidate parachuted into a tough state. He is a seventh-generation Mississippian, a District Attorney with a 94% conviction rate, and a candidate who has spent his career solving problems for the people he serves and making Mississippi communities safer.

- **He out-raised Cindy Hyde-Smith in Q4** and raised his first $1 million faster than any Mississippi Democratic statewide candidate ever — financial strength that reflects the breadth of Scott's appeal.
- He has a straightforward economic message — lower costs, save rural hospitals, bring good jobs home — that resonates powerfully with Mississippi voters' top concerns.
- He talks credibly about crime and public safety — an issue Republicans routinely try to weaponize against Democrats — because he has prosecuted corrupt sheriffs, solved cold cases, and kept communities safe.
- He has a record of crossover appeal in majority-white, competitive districts that no generic Democratic candidate could replicate.
- He has built a broad coalition of support across the state, earning endorsements from Congressman Bennie Thompson, the Mississippi AFL-CIO, and 29 state legislators representing Mississippians in every corner of the state.

National Democrats who know how to win tough states are taking notice. As Senator Rev. Raphael Warnock — who built the coalition that flipped Georgia — recently told Semafor: ***"I'm bullish about Mississippi. Look, I'm under no illusion. This would be a really tough race in a red state. But Scott Colom is an excellent candidate, and I could see how he could build a coalition to win in Mississippi, same way I worked to."***

THE BOTTOM LINE

Scott Colom enters the general election stronger than Cindy Hyde-Smith. He won decisively with a unified, growing coalition and a clear message. She enters carrying scandals she can't explain away. And the primary turnout data tells a story Washington hasn't caught up to yet:

Republican turnout in Mississippi flatlined from 2018 to 2026, while Democratic turnout nearly doubled — in a state Trump carried by 23 points just 16 months ago. That is a Mississippi that is moving, and a race that is far more competitive than the pundits have priced in. Cindy Hyde-Smith — an incumbent who tells struggling families to choose a cheaper protein, charges a luxury Las Vegas hotel to her campaign account, and votes to hide the receipts — has given Mississippi every reason to choose something different. And Scott Colom, as he pledged during his victory remarks, is building the movement to take Mississippi in a new direction.

###

Visit ScottColom.com

Our mailing address is:
Scott Colom for Senate
PO Box 112, Columbus, MS 39703

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.