

Twitter Thread by [Drew Holden](#)



[Drew Holden](#)
[@DrewHolden360](#)



■THREAD■

Today we learned more about how awful [@ProjectLincoln](#) is.

If you're wondering how these guys survived for so long, it's because tons of people in the media & beyond boosted this pack of no-good grifters.

And I've got the receipts to remind them.■■■

After [@ProjectLincoln](#) got started, tons of media poured endless attention into them because they said mean things about Trump.

Places like [@CNN](#) were happy to hype the group up without pausing to consider if they might be awful.



CNN 
@CNN



The Lincoln Project, a group formed by anti-Trump Republicans, is airing a new ad attacking President Trump for getting "rolled" by China and its powerful President Xi Jinping



Anti-Trump Republican group launches new ad attacking President over China policies
[cnn.com](https://www.cnn.com)

10:55 PM · 6/17/20 · [SocialFlow](#)

[@Acosta](#) could've been confused for [@ProjectLincoln](#) press secretary there for awhile.



Jim Acosta ✓

@Acosta



Traveling with Trump to AZ I asked him about the Lincoln Project "Mourning in America" ad he tweeted about. He said it should be called "the loser project" and attacked George Conway and others with group.

11:05 AM · 5/5/20 · [Twitter for iPhone](#)

[@ProjectLincoln](#) got a lot of truly fawning coverage. This first story from [@washingtonpost](#) is indicative of the broader pattern.

I mean, seriously? Their plan "for preserving the union"?



The Washington Post 
@washingtonpost

...

The Lincoln Project's plan for preserving the union: Drive Trump out of office by driving him nuts



The Lincoln Project's plan for preserving the union: Drive Trump out of office by driving hi...
[washingtonpost.com](https://www.washingtonpost.com)

1:19 PM · 8/1/20 · [SocialFlow](#)

The most egregious was probably this [@NewYorker](#) story from [@williams_paige](#) (it was a front page feature!) that made these guys out to be heroes.

I mean, c'mon!



Paige Williams  
@williams_paige



Deep inside the secret war room of the Lincoln Project—part psyop, creativity factory, digital ground force. One supporter told me the [@ProjectLincoln](#) founders and their staff have "expanded the universe of who's fighting for our country."



Inside the Lincoln Project's War Against Trump
[newyorker.com](https://www.nytimes.com/2020/02/05/us/politics/lincoln-project-trump.html)

It wasn't just print. Members of @ProjectLincoln were on @MSNBC all the time. This, of course, is how grifts get normalized.

And MSNBC didn't bother to bring up any of their scandals even after they were fully public knowledge.



MSNBC 
@MSNBC



"There's nothing about Donald Trump that won't stick on these folks. When the Republican Party tries to emerge from this and run to the showers, it's not going to work," Lincoln Project co-founder Rick Wilson says about the GOP. "This is an authoritarian personality cult."



Perhaps their biggest fan was @JoyAnnReid. Here's just a smattering of her praise for the group and it's exploits.

Which, of course, never materialized. You'll remember that @ProjectLincoln was so effective against Susan Collins that she won in a landslide.



Joy WE VOTED!! WEAR A MASK!...  ...
@JoyAnnReid

This is so good. And yes members of the [@ProjectLincoln](#) team will be on [#TheReidOut](#) tonight 😊



The Lincoln Project [@Project...](#) · 10/15/20

We fixed Don Jr.'s crazy ad.



0:44

3:38 PM · 10/15/20 · [Twitter for iPhone](#)

Hell, [@60Minutes](#) even had them on (although this interview was a little tougher than normal for [@ProjectLincoln](#)).



60 Minutes 
@60Minutes



Former strategists for John McCain and George W. Bush are calling on Americans to vote for a Democrat in the presidential election.

Sunday, Lesley Stahl reports on the Lincoln Project super PAC that's aiming to unseat President Trump.

[cbsn.ws/2GQF11S](https://www.cbsn.ws/2GQF11S)



I wanna pause here to drive home the point that, despite raising tens of millions of dollars, [@ProjectLincoln](#) didn't actually make any impact, based on data about the performance of the ads themselves and voting patterns for those the ads targeted.



THE WRAP

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Lincoln Project Ads Failed to Turn Battleground State Republicans Into Biden Voters, Study Says



Priorities USA study finds the more viral an ad was on Twitter, the less likely it was to persuade a swing state voter to ditch Trump

J. Clara Chan | December 9, 2020 @ 4:18 PM

(And I'll also point out that I said back in October that this would end up being the case.) <https://t.co/hrR7NvI1aD>

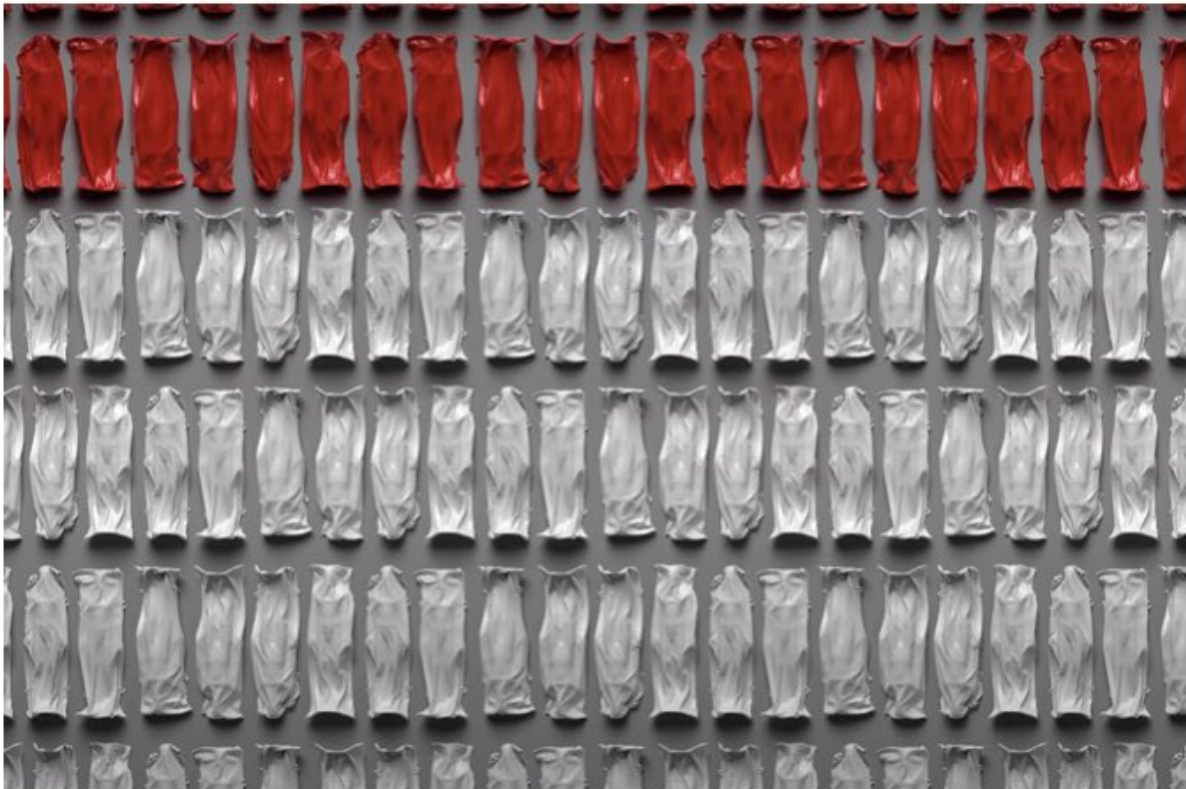
Okay, back to the regularly scheduled programming. Here's a piece from [@politico](#) that just enormously missed the mark. Again, pure wishcasting.

At right was the actual review of the ads after the fact.

POLITICS

What the Lincoln Project Ad Makers Get About Voters (and What Dems Don't)

The Republicans of the Lincoln Project might have an advantage over Trump's left-leaning opponents.



A still from "100,000 Dead," a Lincoln Project ad. |
Youtube

By JOANNA WEISS

07/06/2020 08:08 AM EDT

@NBCNews more or less ran press releases from the org in lieu of covering them.

Really makes you wonder why no one was poking around through the group's relatively well-known misdeeds.



NBC News 
@NBCNews



With clever ads and searing social media attacks, the Lincoln Project has drawn notice. But what that means for November's election is up in the air.

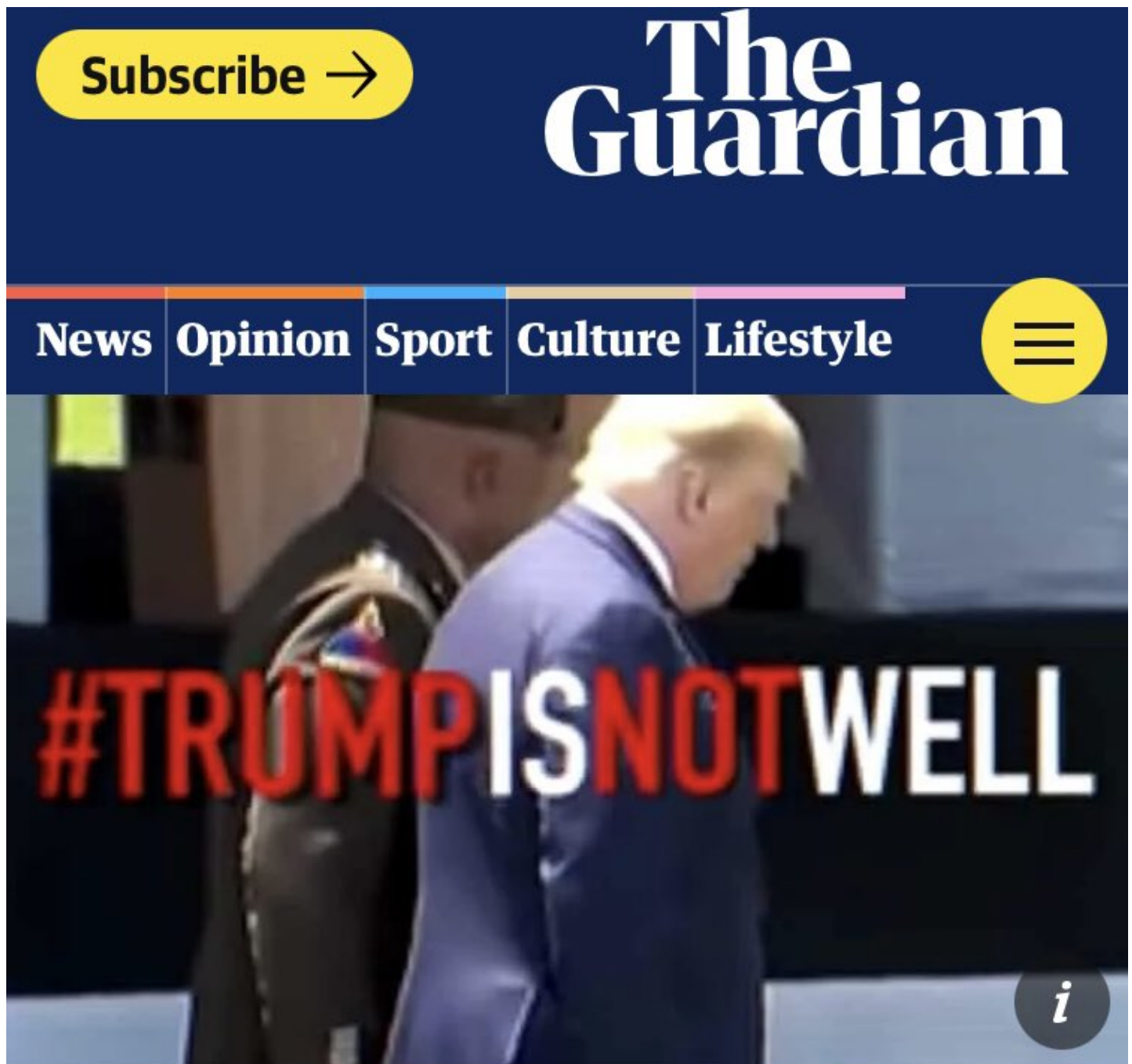


How anti-Trump Republicans got into his head. Spoiler alert: It was easy.
[nbcnews.com](https://www.nbcnews.com)

10:28 AM · 7/6/20 · [SocialFlow](#)

Even the overseas media got involved. Here's [@guardian](#).

Again. No evidence to suggest they did *anything* against Trump or down the ballot.



US elections 2020

Could this anti-Trump Republican group take down the president?

So many people desperately wanted [@ProjectLincoln](#) to be successful, so much so that they tried to wish it into existence.

Perhaps none more so than top [@ProjectLincoln](#) reply guy - you guessed it! - [@JRubinBlogger](#).



Eric Boehlert  [@EricBoeh...](#) · 1/15/21 ...

Great!



WSJ Editorial Page  · 1/13/21

The Lincoln Project, a well-funded political group, wants to make it easier to cancel Trump alumni.
on.wsj.com/3oRVcgB

 15

 57

 498



Jennifer 'Convict. Disqualify.' R...  ...

[@JRubinBlogger](#)

Love my guys! [@ProjectLincoln](#)

1:19 PM · 1/15/21 · [Twitter Web App](#)

But she wasn't alone in her endless praise. Here we've got [@kylegriffin1](#) who, like a couple outlets, was essentially a one-man PR operation for [@ProjectLincoln](#).



Kyle Griffin ✓

@kylegriffin1



Along with targeting Trump, The Lincoln Project is now weighing in on the races of Republican senators facing tough reelections this year.



Never Trumpers cross line with party operatives by targeting GOP senators: 'Takin...
[foxnews.com](https://www.foxnews.com)

8:30 AM · 7/1/20 · [TweetDeck](#)

Unsurprisingly, all the NeverTrump Republicans joined the bandwagon for [@ProjectLincoln](#). Here's [@BillKristol](#).

Also, still cackling about the poll.



Bill Kristol ✓

@BillKristol



Our friends at [@ProjectLincoln](#) have outdone themselves with this ad. LOL, as the kids say.



I implore all of you to read this entire piece by @MaxBoot about how great @ProjectLincoln is and why anyone worried about their finances is acting in bad faith.

That take has aged...imperfectly.

<https://t.co/JK1S57Jwch>



Opinions

Editorial Board

The Opinions Essay

Opinion: The Lincoln Project understands that Trump's enablers must pay a price



[@clairecmc](#) was apparently a big fan.



Claire McCaskill ✓
@clairecmc



There should be a special program that shows all the creative work that has gone into great video opposing Trump and his minions. With awards.

[@ProjectLincoln](#) [@donwinslow](#)

[@RVAT2020](#) [@MeidasTouch](#) and many others.



8.7M views · From **Tough Love** ❤️ 💬 **#Resi...**

Ditto that for @soledadobrien



Soledad O'Brien ✓
@soledadobrien



My timely interview with
[@FPWellman](#) of [@ProjectLincoln](#) is
live on [@QuakeMedia](#).

Listen here: [quakemedia.com/
soledad/?utm_s...](https://quakemedia.com/soledad/?utm_s...)
quakemedia.com/soledad/?utm_s...



Obligatory mentions of both @kurteichenwald and @SethAbramson.



Kurt "Masks Save Lives" Eichenwald  ...
@kurteichenwald

Let's get [#BillboardForJavanka](#) trending. Support [@ProjectLincoln](#) which Jared and Ivanka are threatening to sue for the billboard below. Dozens already responded by making it the banner on their twitter profile. Join in! Let's back Lincoln Project by spreading [#BillboardForJavanka](#)



I'm running out of space and patience but here are some gems from:

@AVindman (remember him?)

@SteveKerr (??)

@ananavarro (quickly becoming a thread favorite) and

@JoeNBC (go figure)

We had every reason to believe that, not only would @ProjectLincoln not succeed, but that the org was run by bad people.

Guys like @therickwilson last won an election when the biggest threat was Y2K. He got famous for being vulgar after that.

What were we expecting?

But in the cloud of Orange Man Bad, countless people in the media and among the chattering class wanted to root for a group of mean-spirited grifters and didn't stop to consider if they were the mark.

Turns out, they were, and they fell for @ProjectLincoln - hard.

And I mean, cmon. Forget that these guys haven't won an election for a GOP candidate since I was in diapers. They helped cheer on forever wars and built a GOP so out of touch with its base that Trump got elected in the first place.

Didn't it seem a little too rich? Anyone?

Anyway, the lesson here should be clear: often times, collections of bad people, openly acting like bad people, are, in fact, bad - in ways you see and in many ways that you don't see right away.

Maybe next time political grifters strike it rich we can keep that in mind.

Also, I'm sure that any big time supporter of the Lincoln Project agrees with their guilt-by-association worldview so, needless to say, it's time to pay the toll.