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

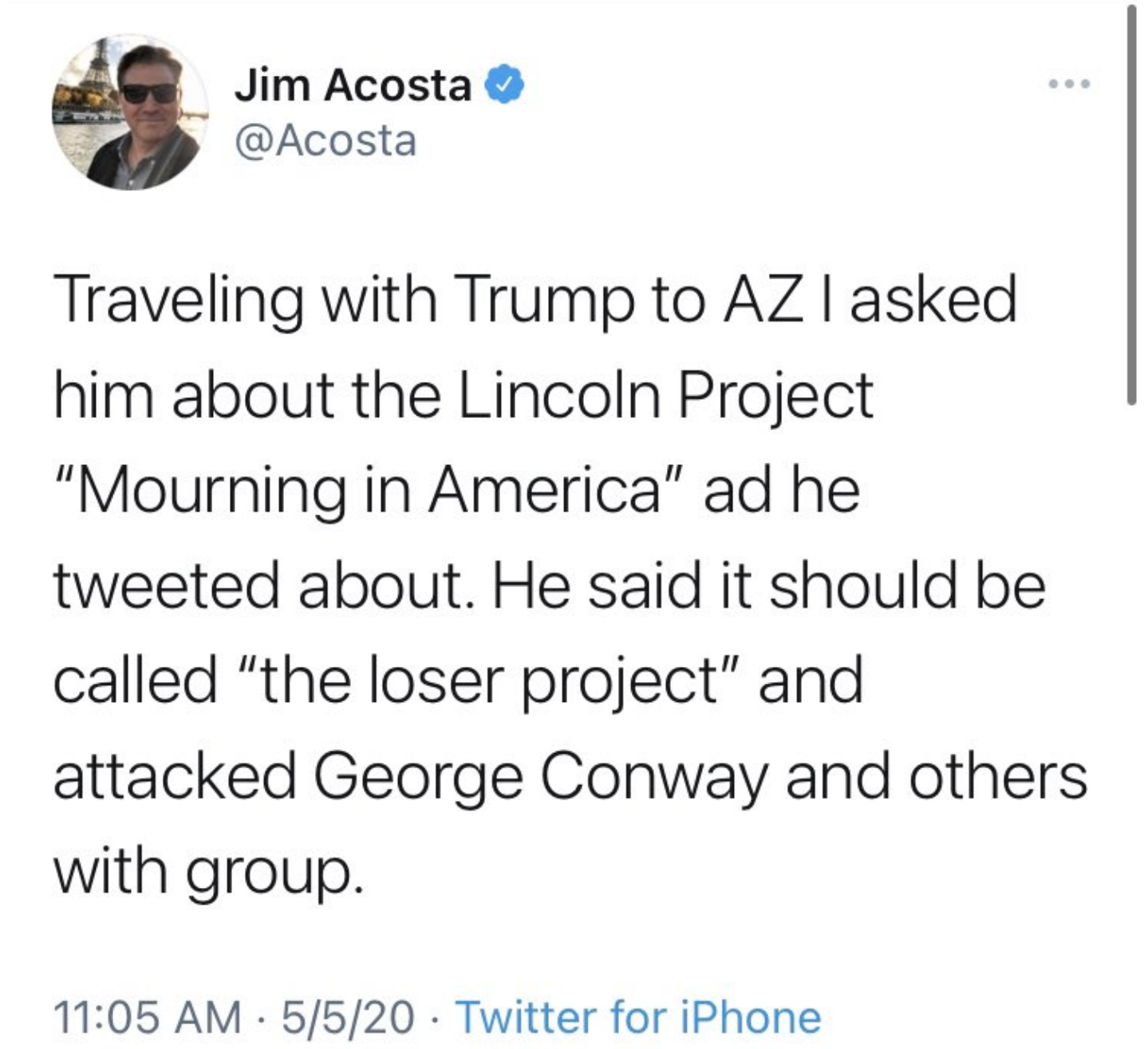
The Lincoln Project, a group formed by anti-Trump Republicans, is airing a new ad attacking President Trump for getting "rolled" by China and its powerful President Xi Jinping



Anti-Trump Republican group launches new ad attacking President over China policies
cnn.com

10:55 PM · 6/17/20 · SocialFlow

@Acosta could've been confused for @ProjectLincoln press secretary there for awhile.



@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

1:19 PM · 8/1/20 · SocialFlow

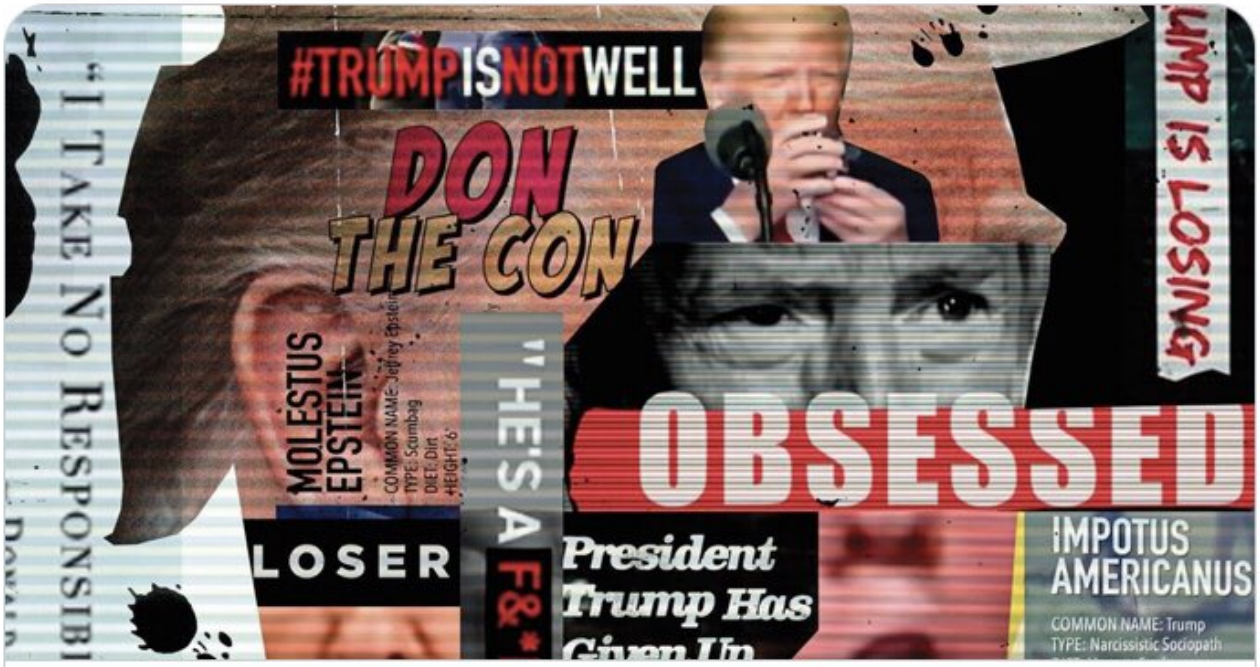
The most egregious was probably this @NewYorker story from @williams_paige (it was a front page feature!) that made these guys out to be heroes.

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

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.



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).

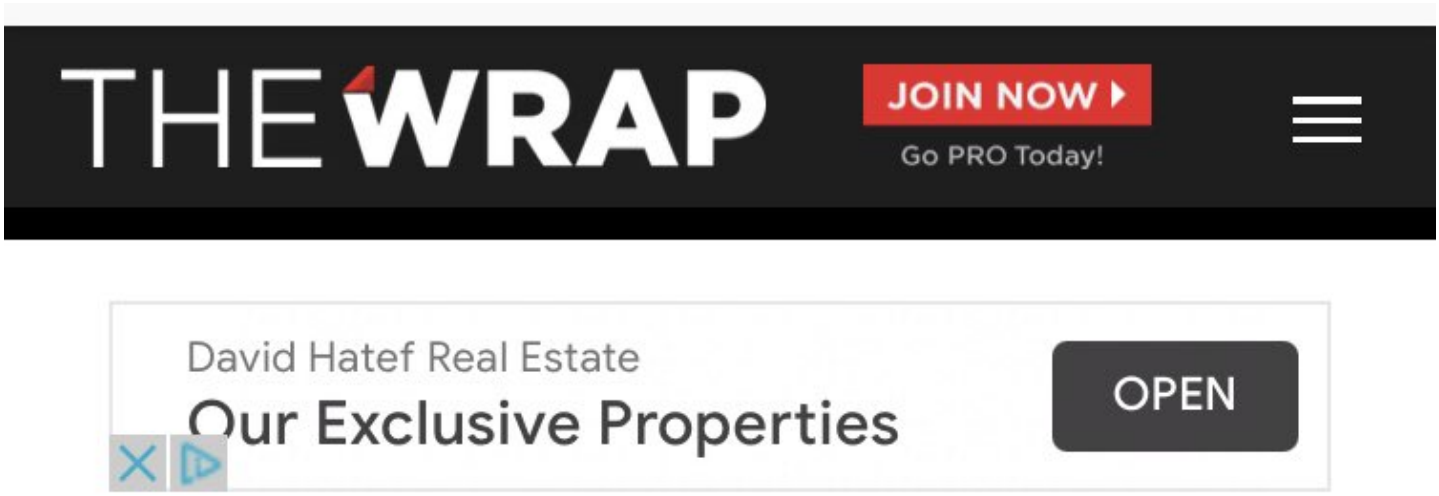
60 Minutes
@60Minutes

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



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.



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/hrR7Nvl1aD

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

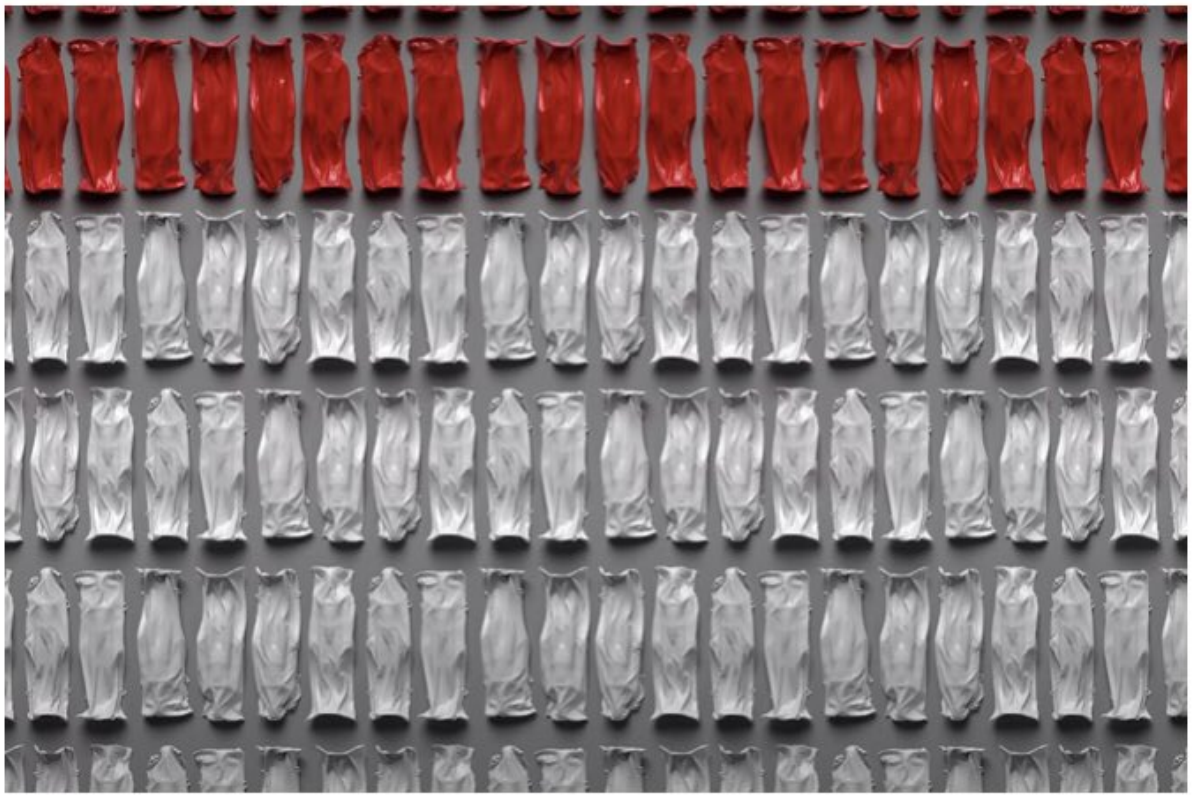
At right was the actual review of the ads after the fact.

MAGAZINE

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.

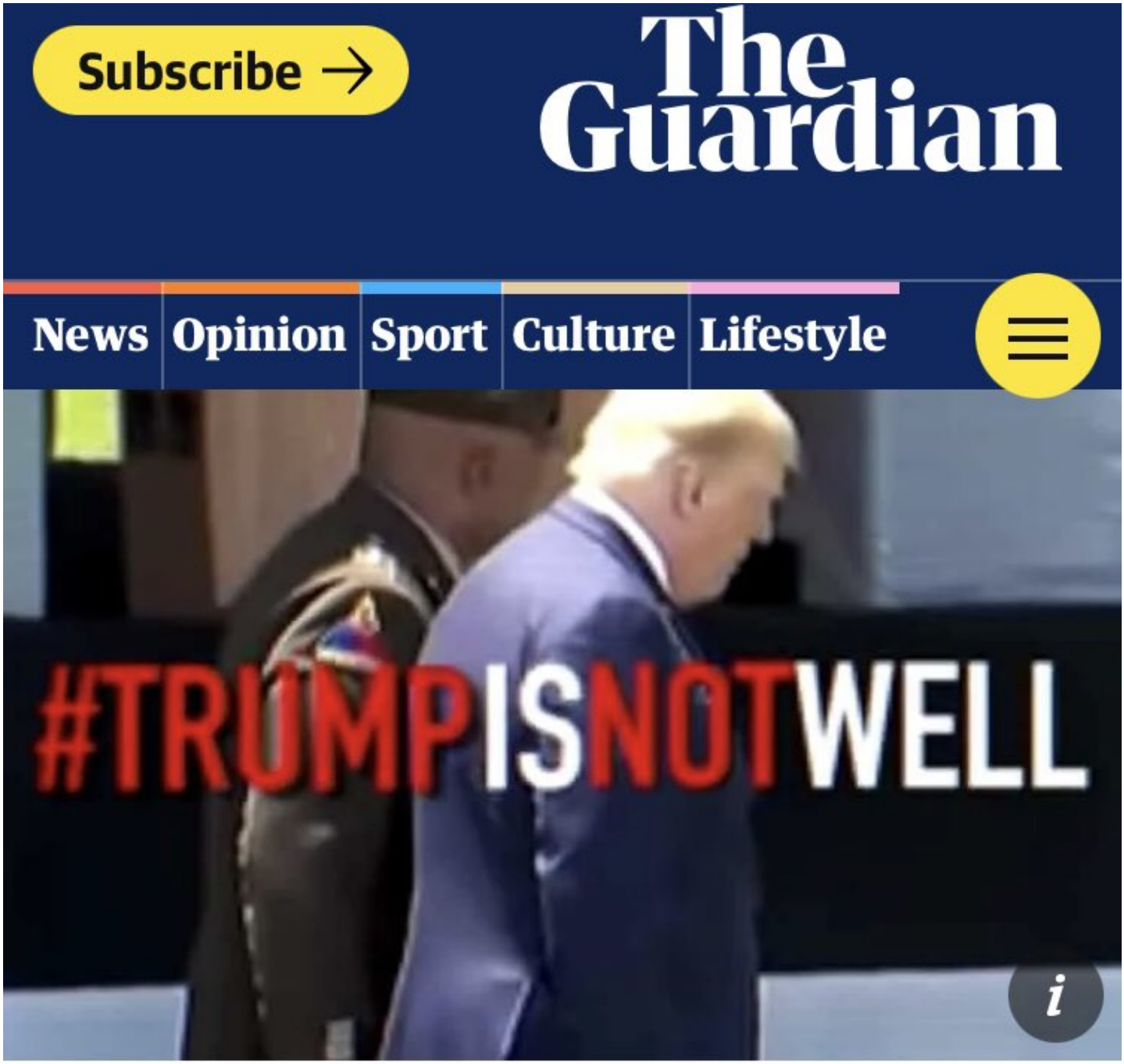


How anti-Trump Republicans got into his head. Spoiler alert: It was easy.
nbcnews.com

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.



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

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

The Washington Post
Democracy Dies in Darkness

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... quakemedia.com/soledad/?utm_s...



Obligatory mentions of both @kurteichenwald and @SethAbramson.



Kurt "Masks Save Lives" Eichen...
@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.