

IN THE UNITED STATES DISTRICT COURT  
FOR THE DISTRICT OF COLUMBIA

SENATOR MITCH McCONNELL,	)	
<i>et al.</i> ,	)	
	)	
Plaintiffs,	)	Civil Action No.
	)	02-0582 (CKK, KLH, RJL)
v.	)	Consolidated Actions
	)	
FEDERAL ELECTION COMMISSION,	)	DECLARATION
<i>et al.</i> ,	)	
	)	
Defendants.	)	

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DECLARATION OF LARRY LAROCCO

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1. My name is Larry LaRocco.
2. I served as a Member of Congress from 1990 to 1995, representing the First Congressional District of Idaho. I served two terms and lost my 1994 reelection campaign.
3. Prior to my service in the U.S. House of Representatives, from 1975 to 1981 I worked for Senator Frank Church as a member of his Senate staff in Idaho and on his presidential campaign. In 1982, I first ran for Congress, but was defeated in the general election. In 1976 I ran unsuccessfully for the State Senate in Idaho. In 1984, I was co-chairman of the Mondale for President Campaign in Idaho and a delegate to the national convention. In 1988, I was co-chair of the Paul Simon for President Campaign in Idaho.
4. After I left Congress in 1995, I worked for the American Bankers Association for five years, and then I started my own public affairs firm, LaRocco & Associates, Inc. Currently, I am a vice chairman of FH-GPC in Washington, D.C., a public affairs and lobbying firm that is affiliated with Fleishman-Hillard, a world-wide public relations firm. I currently serve as

the president and member of the board of the U.S. Association of Former Members of Congress, which is a bipartisan 501(c)(3) nonprofit organization composed of approximately 600 former Members of the House and Senate.

5. In my 1994 Congressional reelection campaign, many outside interest groups targeted me for defeat, and they used soft money to advance their goal. These organizations ran television advertisements in markets my opponent did not. For example, to my knowledge, my opponent did not buy any media in the Spokane market—which covered 40% of my district—but other groups, such as pro-term limit organizations, ran ads in that market which criticized my policies. Unlike my opponent, these outside organizations were not required to disclose the sources of their funding. This tactic suggested there may have been some communication between the advertisers and my opponent's campaign.

6. Additionally, the Christian Coalition circulated approximately 370,000 "voter guides" in the 1<sup>st</sup> District of Idaho that were intended to create negative impressions among voters and influence the outcome of the election. The costs associated with the printing, distribution and publicizing of these campaign documents were never recorded.

7. Interest groups also ran a number of negative television and radio advertisements against me in the final days before the 1994 election. These ads did not explicitly call for my defeat, but the message was clear. Some advertisements capitalized on President Clinton's drop in popularity by showing pictures of me jogging with him and using generic ads of me being morphed into Clinton. The ads claimed that I was Clinton's best friend. Others made personal attacks against me, which were clearly not about any legislative issue. My efforts to determine the sources of funding for these last-minute ads were unsuccessful. None of the organizations that sponsored them was registered with the Federal Election Commission.

8. To this day, my former constituents, the press nor I have any idea how much total money was spent against me by the advertisers in Spokane, the Christian Coalition or in the last minute ads by outside interest groups.

9. In addition to outside organizations, the Republican National Committee (RNC) and the Idaho Republican Party also used soft money to campaign against me. According to press reports, the RNC transferred at least \$45,000 to the Idaho Republican Party in 1994. I later learned that this money from the RNC most likely originated with a Hong Kong businessman who gave hundreds of thousands of dollars to the National Policy Forum, an RNC front group. See Investigation of Illegal or Improper Activities in Connection with 1996 Federal Election Campaigns, S. Rep. No. 105-167 (1998) at 5980.

10. I have observed that the role of soft money in our federal political system has increased significantly since 1994.

11. When I was in Congress, I voted for earlier versions of the Shays-Meehan campaign reform bill, and I support the version that passed earlier this year. Soft money is like a cancer in our political system; there are many ways it is hurting our democracy. I believe that the abundance of soft money disenfranchises citizens who want to participate in political campaigns according to the legal limits. The tidal wave of soft money creates a much larger appetite for funding and pushes aside the average citizen who plays by the hard money rules.

12. Pursuant to 28 U.S.C. § 1746, I declare under penalty of perjury that the foregoing is true and correct.

  
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Larry LaRocca

Executed on October 3, 2002.