

Naranjo Paid Ad Archive

Meta Ad Library compilation for press reference. Captured October 27, 2026.

Scope, Method, and Key Numbers

Source: Meta Ad Library, page "Brian Naranjo for Talbot County Council," all paid ads about social issues, elections or politics in the US.

62 ad results returned. After Meta's deduplication ("N ads use this creative"), the archive contains 42 unique ad creatives, all compiled here with their creative image, run window, spend band, and impressions.

Flight: September 10 through October 27, 2026. All ads were inactive at capture. Meta's US restriction period began October 27, blocking new political ads through November 4.

Total reported spend: about \$1,500 (Meta's Spending Tracker, July 27 to October 24 window, which covers the entire flight). Individual ads were bought in bands of under \$100 or \$100 to \$199.

Every ad carries the disclaimer "Paid for by Brian Naranjo for Talbot County Council." The authority line inside the ad bodies reads "Friends of Brian Naranjo, Robert Naranjo, Treasurer."

All 47 full-resolution creative images are archived in the companion Drive folder "Naranjo Ad Library Creatives (Oct 2026)."

Caveat: Meta reports spend and impressions as ranges only. Treat all figures as estimates and re-verify any figure you print.

Campaign Snapshot: What the Archive Shows

VOLUME: 42 unique creatives. At least 22 of them, over half, are negative or contrast ads.

TARGETS BY CREATIVE COUNT: Dave Stepp 9, Chuck Callahan 7, Frank Gunsallus 7, Wade Strickland 3, Shari Wilcoxon 3, Christian MacKendrick 2, plus two donor-focused attacks on Scott Wagner and Rodney Spring.

TIMELINE: Name-ID and bio ads in September. Contrast series from September 25 (Route 50, permit refund). The conviction ad launched October 4, the same day the second Talbot Spy letter published. Town hall report cards on October 12. Final-week burst October 20 to 26.

SIGNATURE DATA POINT: The senior-center pantry statistic (from about 35 families to 100) recurs across at least five ads, sourced to Talbot Hunger Coalition director Catherine Poe's September 22 council testimony.

CREATIVE STYLE: Dark navy and orange graphics, baseball card, scouting report and report card motifs, the schnauzer Bitu as mascot, and source citations printed inside the artwork itself.

FUNDRAISING: ActBlue small-dollar model. The campaign's pitch: twenty dollars puts one post on every Facebook feed in the county. Checks are mailed to a Columbia, MD address, care of the treasurer.

Part 1: Ads Targeting Frank Gunsallus

Seven paid creatives, September 25 through October 26, 2026, in chronological order.

5. Permit Refund Attack: Meet Me in the Middle

NEGATIVE: targets Frank Gunsallus and Chuck Callahan

Run: Sept 25 to Oct 3, 2026 (2 ad versions) | Spend: under \$100 | Impressions: not shown | Library IDs: 1088397297274860 family



Video ad filmed at the Pincushion crossroads. It responds directly to Frank Gunsallus's permit-refund proposal, announced the day after Naranjo filmed at the same corner. The ad argues Republicans have promised to fix the permit office for twelve years, citing Chuck Callahan's 2014 campaign newsletter promising 10-day permit decisions, and says refunding fees would cut funding from the office and quietly benefit the developers who pull the most permits. It closes by questioning whether Gunsallus's Easton record shows he can deliver: the 4-1 campaign finance overrule, the cannabis moratorium delay, the Star Democrat's 'repeatedly alienated his fellow council members' line, and the 2,025 to 976 defeat.

For the article: The first sustained paid contrast against Gunsallus, launched a week before the conviction letters. Both candidates used the same Pincushion corner days apart, a physical chess match worth noting.

6. Better, But Not Ready for Prime Time

NEGATIVE: targets Frank Gunsallus

Run: Sept 27 to Oct 4, 2026 | Spend: under \$100 | Impressions: 2K to 3K | Library ID: 1086840597641686

Rapid-response text critique of Gunsallus's Talbot Spy op-ed 'Good Ideas Have No Party' (Sept 26). The ad grants the idea is 'good,' then asks who pays for it given the no-tax pledge, whether the permit offices are staffed, and notes septic testing and Critical Area review run on state clocks, not county clocks. It questions deliverability by citing the 4-1 Easton overrule and the 2-to-1 replacement vote, and ties the failure to Callahan's twelve-year-old 10-day pledge. Closing line: 'Frank, come clean. Put a full, workable proposal on the table. Anything less is pandering and posturing.'

THE GUNSALLUS PERMIT REFUND PLAN

Better. But not ready for prime time.

His idea

- Publish firm deadlines for county permits
- Miss a deadline, refund the fee
- Borrowed from Pennsylvania's statewide program
- Built with staff input

What's missing

- 1 Who pays for it?**
Pennsylvania added staff, tech and money. He has pledged no new taxes.
- 2 Are our offices ready?**
No public numbers on staffing, vacancies or review times.
- 3 What about state delays?**
Septic testing and Critical Area review don't run on a county clock.
- 4 Can he deliver?**
Easton's council overruled him 4-1. Voters replaced him 2 to 1.
- 5 Why 12 years late?**
Chuck Callahan promised 10-day permit decisions in 2014.

Show us a full, workable plan. Anything less is posturing.

Put bluntly: What investment is needed? How will you pay for

For the article: Published within roughly 24 hours of the op-ed. A model of the campaign's rapid-response discipline: concede the idea, attack the plan, indict the record.

7. The Conviction Ad: Court Records and 'Three Sentences to the Police'

NEGATIVE: targets Frank Gunsallus, the GOP slate, and Shari Wilcoxon

Run: Oct 4 to Oct 11, 2026 | Spend: \$100 to \$199 | Impressions: 2K to 3K | Estimated audience: over 1M | Library ID: 947792268398227

The campaign's longest and most expensive ad. It recites the contents of Mike Pullen's Oct 4 Talbot Spy letter in detail: the December 2014 Ocean City arrest, 20 pounds of marijuana in 20 heat-sealed bags, an expected \$60,000 payment, an estimated \$181,000 street value, the 'Dacin White' alias on a two-day-old VW Golf bill of sale, \$500,000 bail, the 2015 guilty plea to felony possession with intent to distribute, and the five-year sentence with two to serve. It quotes his three statements to police ('There is good money in it'; 'I don't know. It was an error'; 'No, I have a good lawyer'). The creative is a dark navy graphic titled 'His only explanation on record: three sentences to the police.' The ad concedes 'he served his sentence' and 'people can change,' then argues redemption 'has to be shown.' It lists his three prior campaigns and asks what the Republican slate and party chair knew about the conviction, and when.

For the article: The only ad in the archive paired with an estimated audience over one million, the broadest targeting Meta allows for political ads, and it launched the same day the Pullen letter published. Note the structure: the 'he served his sentence' framing sounds measured while paying to distribute the case details countywide, and the questions extend to the whole GOP slate and Wilcoxon, not just Gunsallus.

TALBOT COUNTY COUNCIL - A QUESTION OF PUBLIC TRUST

His only explanation on record: three sentences to the police.

IN HIS OWN WORDS from court records, December 2014

WHY HE GOT INVOLVED:

"There is good money in it."

WHY THE FALSE NAME:

"I don't know. It was an error."

WILL YOU COOPERATE?

"No, I have a good lawyer."

WHAT THE RECORD SHOWS

20 lbs Marijuana in 20 heat-sealed bags, brought to an Ocean City McDonald's to sell Age 35. The buyer was an undercover officer.	\$60,000 → \$181,000 His asking price vs. the police estimate of street value A wholesale deal
"Dacin White" Name on the bill of sale for a car bought two days earlier Cited in court filings as his alias	5 years, the maximum Pleaded guilty to felony intent to distribute \$500,000 bail - 2 years served - 3 years probation

WHAT HE OWES VOTERS

1 Why did he get involved? Was it the first time?

2 Why refuse to cooperate with police?

3 Running on transparency, why hasn't he told voters himself?

1 Why the name "Dacin White"?

2 What did he learn, and how has he made amends?

3 When will he tell his story and explain how he has redeemed himself to warrant consideration for a position of public trust?

He served his sentence. Redemption doesn't come with the mere passage of time, but rather needs to be demonstrated. It is his story to tell, and Talbot deserves to hear it before we vote.

Newsday, Westchester Co. Court records as reported in the Talbot Spy (PA, Politics, Oct. 4, 2026). S. Parks, (lead, 30, 2026).
Credit: Court Records, 2019-15-0000000.
By authority of: Friends of Brian Naranjo, Robert Naranjo, Treasurer.

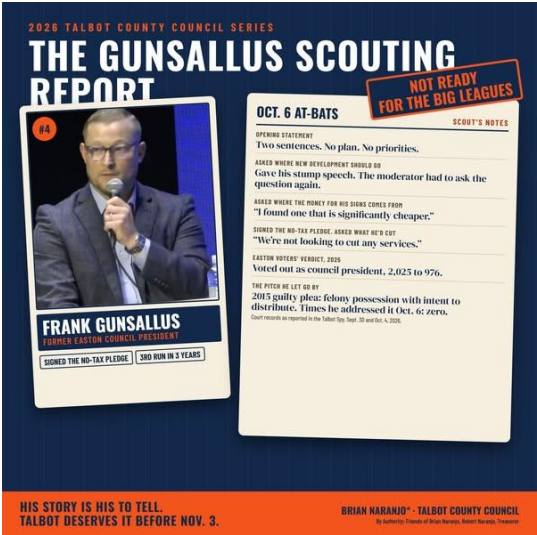
Brian Naranjo
BrianforTalbot.com

8. The Gunsallus Scouting Report

NEGATIVE: targets Frank Gunsallus

Run: Oct 12 to Oct 20, 2026 | Spend: under \$100 | Impressions: 3K to 4K | Library ID: 1651866649942758

Baseball-scout themed attack on Gunsallus's Oct 6 town hall performance. The creative is a mock scouting-report newsletter with a photo of Gunsallus at the Avalon podium. It grades: a two-sentence opening statement with zero priorities; a stump speech instead of an answer on where development should go, forcing the moderator to re-ask; the sign-cost answer ('I found one that is significantly cheaper,' which the ad calls 'a price, not an answer'); the no-tax-pledge math ('We're not looking to cut any services'); the 2025 Easton defeat, 2,025 to 976, with the Star Democrat quote; and the conviction story, which the ad says he let 'go by' despite having 'the stage, a full house, and a livestream.' Verdict: 'Not ready for the big leagues.'



For the article: The single most comprehensive attack creative of the cycle: record, debate performance, and criminal case in one paid ad. Its evidence is the town hall livestream itself, which is public tape a reporter can check quote by quote.

9. He Said. They Said.

NEGATIVE: targets Frank Gunsallus

Run: Oct 12 to Oct 15, 2026 (2 ad versions) | Spend: under \$100 | Impressions: 2K to 3K | Library IDs: 1481252860513572 family

Contrasts Gunsallus's 2023 campaign pledge to be 'a unifying force within our community' with a month-by-month Easton timeline. October 2023: the cannabis moratorium held open over four colleagues' objections, with 'Sir, you will contain yourself please,' Rev. Elmer Davis's 'I've never seen this on this council in all my days,' and the Star Democrat calling his conduct autocratic. April 2025: the campaign-finance ordinance pull, overruled 4 to 1. May 2025: colleagues and the Star Democrat endorsing his opponent. The close: 'Twenty months. One job... On November 3, Talbot gets its turn to take a crack at Gunsallus.'

FRANK GUNSALLUS
EASTON TOWN COUNCIL PRESIDENT, 2023-2025

He said. They said.

HE SAID • SEPTEMBER 2023
"A unifying force within our community, systematically bridging divides, and nurturing harmony."
— his campaign website, as reported by WBOC

THEY SAID

OCT 2023 "I've never seen this on this council in all my days." — a fellow councilman. The Star Democrat called his conduct "autocratic."

APR 2025 His own council overruled him, 4 to 1, before the Pledge of Allegiance.

MAY 2025 "Repeatedly alienated his fellow council members." — The Star Democrat, endorsing his opponent. So did his council colleagues.

MAY 6, 2025 Easton voters, record turnout: **2,025 to 976**. Out, by more than 2 to 1.

Easton already graded him.
Nov. 3, Talbot gets its turn.

BRIANNARANJO • brianfortalbot.com

By authority of: Prince of Wales, Robert Narayan, Treasurer

For the article: A tidy narrative arc where every beat is sourced to public reporting. The closing line is the campaign's thesis for its final message, and it appeared in paid distribution three weeks before Election Day.

10. Hot Takes: The No-Tax Pledge Math

NEGATIVE: targets the full GOP slate (Stepp, Callahan, Gunsallus, MacKendrick, Strickland)

Run: Oct 12 to Oct 13 (11 hours) and again Oct 20 to Oct 26 | Spend: under \$100 per group | Library IDs: 1658870118919823 and 1435584202098240

The pledge-math attack from the Oct 6 town hall. It quotes all five Republicans by name: Stepp ('There's five people up here that have signed a fiscal pledge this year,' then 'There's very few things right now that we need to cut'), Strickland ('You have to look at the discretionary programs'), Gunsallus ('We're not looking to cut any services'), and MacKendrick ('There's room for giving extra funding'). Programs named to cut: zero. It contrasts Stepp's 'we're very, very lean' with MacKendrick's 'over a hundred million dollar surplus,' and notes Councilman Leshar reminded Callahan and Stepp they voted to raise property taxes this year.



For the article: Built entirely from the town hall tape, so it is the campaign's most checkable attack. It ran twice, resurfacing in the final week, which shows the campaign considered the pledge contradiction its strongest closing argument.

11. Name One Thing

NEGATIVE: targets Frank Gunsallus

Run: Oct 26, 2026 (one day) | Spend: \$100 to \$199 | Impressions: under 100, flagged 'Low impression count' | Library ID: 1857177728644998

Frank Gunsallus' Track Record * in Easton

TOWN COUNCIL PRESIDENT, 2023-2025

HIS PITCH - 2025 CANDIDATE PROFILE

"Results, not rhetoric."

The results?

THE RESULTS HE LISTED, IN FULL

- 1 "Led the effort to formally oppose a bill" in Annapolis. That's a resolution.
- 2 "Took the initiative to rewrite the council's rules and procedures." That's a rulebook.
- 3 Housing, his top priority: "significant strides." None named.

The Star Democrat's verdict on the same 20 months: he advanced ideas, then failed to move them forward.

Name one thing Easton has today because he was council president.

BRIANNARANJO - brianfortalbot.com

By authority of: Friends of Brian Naranjo, Robert Naranjo, Treasurer

The final-days attack. It takes Gunsallus's own standard, 'Results, not rhetoric,' and asks voters to name one thing Easton has today because Frank Gunsallus was council president. It quotes his 2025 candidate profile listing two accomplishments (opposing an Annapolis bill, and rewriting council rules: 'That's a resolution... That's a rulebook'), notes housing was his named top priority, and cites the Star Democrat's verdict that he advanced ideas then failed to move them forward. It pre-empts the town hall list: 'Rotary and the Chamber are good works... they're what he did as a citizen.'

For the article: Launched October 26, the last day new political ads could start before Meta's restriction period. Meta's own flag shows it reached under 100 impressions: the campaign's closing argument, paid for but barely seen.

Part 2: Ads Targeting the Republican Slate

Thirteen paid creatives against Stepp, Callahan, Strickland, MacKendrick, Wilcoxon, and two donors.

12. Route 50: Watch This Space

NEGATIVE: targets Dave Stepp and Chuck Callahan

Run: Sept 25 to Oct 3, 2026 | Spend: under \$100 | Impressions: 2K to 3K | Library ID: 28192205970451563

• PULLED FROM TONIGHT'S COUNTY COUNCIL AGENDA?

U.S. ROUTE 50 - EASTON, MARYLAND

415

police-reported crashes at five Route 50 intersections since 2019.

2

fatalities, both caused by drivers going too fast.

35

mph limit where new sidewalks and crosswalks are going in.

Sources: Talbot Thrive, letter to the Talbot Spy, Sept. 2026; Maryland SHA.
By authority of Friends of Brian Naranjo, Robert Naranjo, Treasurer. © 2026 Friends of Brian Naranjo.

**Let's make Route 50
safe for all.**

Brian Naranjo*
BrianforTalbot.com

Watchdog-style ad published ahead of the Sept 22 council meeting. It previews that the Route 50 speed-safety-corridor letter of support may have been pulled from the agenda, and pre-frames the failure: Stepp staked out a no vote demanding camera counts before the designation exists ('the order the law sets'), and Callahan asked whether it was 'somewhat of a speed trap situation,' floated a work session, and assigned homework. The ad supplies the numbers: 415 police-reported crashes at five intersections since 2019, two deaths, with Easton's mayor, police chief and Town Council all signed on.

For the article: The opening contrast ad of the campaign, pairing public safety with process failure. It invited residents to the meeting and to written comment: a campaign trying to generate turnout as news.

13. The Dog That Didn't Bark

NEGATIVE: targets Dave Stepp and Chuck Callahan

Run: Sept 25 to Oct 2, 2026 | Spend: under \$100 | Impressions: 2K to 3K | Library ID: 2691970461260395

The follow-up after the Sept 22 meeting: the Route 50 letter 'wasn't discussed. It wasn't voted on. It wasn't on the agenda at all.' The ad recaps the safety data, repeats the Stepp and Callahan excerpts, and asks directly: 'Mr. Stepp, why are you against a letter supporting traffic safety? Mr. Callahan, you set the agenda. Who pulled it, and why?' It ends with the campaign dog Bitu: 'My dog Bitu is barking about it. She has better instincts on this than Councilmen Stepp and Callahan did.'



For the article: A ready-made narrative arc for reporting on how the council handled the state request: the preview ad, the silence, and the direct questions left on the record.

14. The Scott Wagner Attack: Impact Fees and \$22,000

NEGATIVE: targets developer Scott Wagner and, by extension, the TCRCC

Run: Oct 1 to Oct 5, 2026 (2 ad versions) | Spend: under \$100 | Impressions: 2K to 3K | Library IDs: 1084806951141164 family

Impact fees. Two different bills, two different jobs.

WHAT THEY PAY FOR

Schools

Roads

Ambulances

Libraries and parks

The county-wide capacity that new growth draws down — and that the rest of us would otherwise pay to build.

WHAT THEY DON'T

A developer's own site work

His driveways

His utility lines

Private improvements on land the owner keeps, leases and profits from. Impact fees were never meant to reimburse these.

Paying the second one has never excused anyone from the first.

BrianforTalbot.com

Responds to Wagner's Talbot Spy letter defending his industrial project and threatening court action over impact fees. The ad quotes county code section 64-13(C)(1) on the annual inflation adjustment, calls it 'a measurement, not a rate hike,' and then makes the money argument: 'he is the largest donor to the Talbot County Republican Central Committee, \$22,000 since 2023, including \$12,000 that arrived on June 4, nineteen days before the primary. Every one of those contributions lists a Pennsylvania address. It is all in the committee's own filings with the State Board of Elections.' Creative: a two-column flyer contrasting what impact fees pay for (schools, roads, ambulances) with what they don't (a developer's own site work).

For the article: The most verifiable money claim in the archive: every figure is in the committee's SBOE filings. A reporter can confirm the Wagner contributions in an afternoon, and the June 4 timing versus the June 23 primary is the sharpest edge of it.

15. Rodney Spring: His Biggest Donor, Our Biggest Check

NEGATIVE: targets Dave Stepp and donor Rodney Spring

Run: Oct 10 to Oct 15, 2026 | Spend: under \$100 | Impressions: 100 to 999 | Library ID: 2752610581801860

The most specific finance attack of the cycle. It documents that Spring and Associates, an Easton contractor building the county's Region II sewer expansion including the Broad Creek directional drilling, wrote Stepp a \$6,000 check on August 10, 2022: the state maximum, Stepp's largest contribution ever, 43 percent of everything he raised that year. It then quotes Stepp from the official transcript of the Dec 10, 2024 fiber-agreement vote, citing 'the additional what, 180,000' his largest donor recouped, and notes Stepp never disclosed the relationship in that or any meeting reviewed.

FOLLOW THE MONEY · TALBOT COUNTY COUNCIL

His biggest donor. Our biggest check.

- AUG 10, 2022**
Rodney Spring, owner of Spring & Associates — a water & sewer contractor — gives Dave Stepp \$6,000. The legal maximum. Stepp's largest contribution, ever. 43% of all he raised.
- 2024**
Spring & Associates is the county's contractor on the Region II sewer line, including the drilling under Broad Creek.
- DEC 10, 2024**
Councilman Stepp, on the record, seconding and voting yes. No disclosure. No recusal.

“ We had to spend the additional what, 180,000, for the hard bottom and the drilling and everything. So this helps recoup a very large chunk of that.”

— Dave Stepp, Talbot County Council transcript, Dec. 10, 2024, pp. 84-85

It passed 5-0. Without him, 4-0.
He voted anyway. And never told you who wrote the check.

Brian Naranjo*
for Talbot County Council · BrianforTalbot.com

Sources: MDCRS, campaignfinance.maryland.gov · Talbot County Council transcript, Dec. 10, 2024
By authority of Friends of Brian Naranjo, Robert Naranjo, Treasurer.

For the article: Every fact here is checkable: the contribution in campaign finance reports, the quote in the official meeting transcript, the contract in county records. The ad's charge is non-disclosure rather than illegality, and it notes the motion passed 5-0, so recusal was costless. The strongest single story seed in the archive.

16. Who Pays for Growth? The July 14 Impact-Fee Vote

NEGATIVE: targets Dave Stepp and Chuck Callahan

Run: Oct 12 to Oct 19, 2026 (2 ad versions) | Spend: under \$100 | Impressions: 2K to 3K | Library IDs: 2171249880492043 family

A deep dive on the July 14 impact-fee waiver attempt: the county finance director's warning that without the inflation adjustment 'existing taxpayers end up subsidizing infrastructure needed for new development,' Stepp's waiver motion made without a study ('I can see a carve-out for something like that,' about a ten-lot developer), Callahan's second, and the 2-2 tie that killed it, with Pete Leshner and Lynn Mielke voting no. The ad notes his own documentation in the Talbot Spy with 'the tape and the official transcript,' and proposes a nexus study.

IMPACT FEES · JULY 14, 2026
Who pays for growth?
Stepp moved to waive the adjustment.

THE WARNING · COUNTY FINANCE DIRECTOR
Without the annual adjustment, "existing taxpayers end up subsidizing infrastructure needed for new development."

THE MOTION · COUNCILMAN STEPP
Stepp moved to waive the entire year's adjustment. No study. No numbers. On a developer rushing in ten lots: "I can see a carve-out for something like that."

THE VOTE
Council President Callahan seconded. Pete Leshner and Lynn Mielke voted no. 2-2. The waiver failed.

Stepp arrogantly and haughtily said watch the video. I did. It's in print.
My op-ed and letter in the Talbot Spy, with the tape and the official transcript: links in the comments.

MY PLAN
Commission a nexus study. Evidence first, votes second.

Brian Naranjo*
Competence over chatter. Focus on Talbot. Full stop.
By Authority: Friends of Brian Naranjo, Robert Naranjo, Treasurer.

For the article: The most policy-dense attack, and notable for what it doesn't do: it names Leshner and Mielke as the no votes without attacking them, a deliberate contrast the campaign draws repeatedly. The vote tally is on the meeting tape.

17. The Stepp Report Card

NEGATIVE: targets Dave Stepp

Run: Oct 12 to Oct 19, 2026 | Spend: under \$100 | Impressions: 100 to 999 | Library ID: 4088902261402254

Grades Stepp's town hall closing 'five F's' (Faith, Family, Freedom, Fiscal responsibility, Fighting for you) against the record: the senior-center pantry growing from 35 families to more than 100 while Stepp called having resources 'all in one place is awesome' and asked no questions; his same-night 'There's a lot of seniors that are homeless' paired with 'I think we're doing a wonderful job already.' The creative leaves blank grade lines for the reader to fill in.

2026 TALBOT COUNTY COUNCIL SERIES

THE STEPP REPORT CARD

#1

DAVE STEPP
COUNCILMAN - 4 SEASONS

HIS FIVE F'S
FAITH | FAMILY | FREEDOM | FISCAL RESPONSIBILITY
FIGHTING FOR YOU

CAREER HIGHLIGHTS

YOU GRADE IT

SEPT. 22 - SENIOR-CENTER PANTRY: 35 FAMILIES → 100+ His response: putting resources "all in one place is awesome."	☐
OCT. 8 - SENIORS LOOSING COVERAGE JAN. 1 "Going off the rails."	☐
OCT. 8 - "A LOT OF SENIORS THAT ARE HOMELESS!" Same answer: "We're doing a wonderful job already."	☐
OCT. 8 - HIS PLAN FOR SENIORS WHO ARE HOUSTING "We can keep our fees low."	☐
2024 - PLEDGED TO KEEP FEES LOW Voted to raise property taxes. Councilman Leshar reminded him.	☐
2025 - HIS SIGNATURE RESOLUTION Repeat the county's diversity statement. 100+ residents objected. Failed, 3 - 2.	☐

GRADE HIM IN THE COMMENTS.
THEN GRADE HIM NOV. 3.

BRIAN KARANJID* - TALBOT COUNTY COUNCIL
By Authority: Friends of Brian Karanjid, Robert Karanjid, Treasurer

For the article: The report-card motif is the campaign's most shareable negative format, built for screenshots. The senior-pantry statistic recurs here for the third time, establishing it as the campaign's signature data point.

18. The Callahan Veteran's Card

NEGATIVE: targets Chuck Callahan

Run: Oct 12 to Oct 13, 2026 (11 hours) | Spend: under \$100 | Impressions: 100 to 999 | Library ID: 1417753503868509

Opens with genuine tribute: Callahan has given Talbot 35 years in fire service and 12 on the council, 'and he has mine.' Then it grades his town hall case for four more years, 'Why change something when it's working now,' against the senior pantry (his answer: the council took over the senior center's electric bill; 'A light bill is a kind gesture. It isn't a plan for 100 families') and growth, noting his running mate Strickland called holding growth to half the comp plan's pace 'a great job' the same night.

2026 TALBOT COUNTY COUNCIL SERIES

THE CALLAHAN VETERAN'S CARD

#2

CHUCK CALLAHAN
COUNCIL PRESIDENT - 12 SEASONS

35 YEARS, FIRE SERVICE | SIGNED THE NO-TAX PLEDGE

CAREER STATS **12 SEASONS**

ON FOUR MORE YEARS
"Why change something when it's working now?"

HEADWINDS OF THE SENIOR CENTER PANTRY
35 families became TDD. His seniors answer: the council pays the center's electric bill.

ON GROWTH
Wants it to "come up." His own slate says holding it down is "a great job."

ON REBUILDING PUBLIC TRUST
His answer: a website.

2015 - THE DIVERSITY STATEMENT
Voted with Stepp to repeal it. It failed, 3-2.

2018 - SIGNED THE NO-TAX PLEDGE
Voted to raise property taxes. Councilman Leshner reminded him.

THANK HIM FOR HIS SERVICE. THEN VOTE FOR WHAT'S NEXT.

BRIAN KARANJID* - TALBOT COUNTY COUNCIL
By Authority: Friends of Brian Kananjo, Robert Reynolds, Treasurer

For the article: The most respectful-form attack in the archive and a good illustration of the campaign's civility branding even in negative ads: thank the service, grade the record. Another internal-slate contradiction mined from the same town hall tape.

19. The Strickland Rookie Card (Two Versions)

NEGATIVE: targets Wade Strickland

Run: Oct 12, 2026 (two creatives, 3 ad groups) | Spend: under \$100 | Library IDs: 1814090382939416 and 957385060264566 family

Two same-day creatives. The rookie card grades Strickland's town hall: he signed the no-tax pledge, then named zero programs to cut; 'If you're afraid to make tough decisions, you probably shouldn't be running. Then he didn't make one'; on state money, 'Would the state be willing to fund it? I doubt it, but we could try,' which the ad calls 'not a strategy. That's a shrug.' The second version pins him on one question: does the MAGA-5 no-tax pledge cover the public-safety penny tax? It notes the penny funds 26 positions (paramedics, EMTs, school resource officers, 911 operators) and opened Station 95 in Cordova, that the council votes to levy it every year, and demands: 'If yes, tell us which paramedics go.'



For the article: The penny-tax question is a genuinely useful accountability thread: it forces a concrete answer from every pledge signer. The campaign's own written answer, 'I'll keep the penny,' is in the ad for contrast.

20. The MacKendrick Rookie Card

NEGATIVE: targets
Christian MacKendrick

Run: Oct 12 to Oct 13, 2026 | Spend: under \$100 | Impressions: 100 to 999 | Library ID: 2232408077618002

Opens by crediting MacKendrick's roots (family in Talbot since the 1660s, raising three young kids) and his own family story, then grades: an opening statement with zero county priorities; his 'over a hundred million dollar surplus' claim set against Stepp's 'very, very lean' from the same stage ('They signed the same pledge. They can't both be right'); 'There's room for giving extra funding' without saying for what or how; and 'Working with the school board is definitely the biggest step,' which the ad calls 'a meeting, not a plan.'

2026 TALBOT COUNTY COUNCIL SERIES

THE MACKENDRICK ROOKIE CARD

#5



CHRISTIAN MACKENDRICK
ROOKIE - FIRST RUN

LIFELONG TALBOT RESIDENT

SIGNED THE NO-TAX PLEDGE

OCT. 6 BOX SCORE

SPRING TRAINING

OPENING STATEMENT
Family, roots and kids. County priorities named: 0.

ON SCHOOL FUNDING
"We have currently over a hundred million dollar surplus." Stepp, same night: "very, very lean."

SIGNED THE NO-TAX PLEDGE
Then: "There's room for giving extra funding." For what, and paid how? He didn't say.

HIS PLAN FOR OUR SCHOOLS
"Working with the school board is definitely the biggest step."

OPTIONAL RESPONSES ALL ABOUT
Used 0 of 2. Sat out every question but his own.

HIS CLOSING
Young people "don't feel like they can live here." Plans to fix it: 0.

GOOD ROOTS AREN'T A PLAN.
TALBOT NEEDS A STARTER.

BRIAN KARANJUD* - TALBOT COUNTY COUNCIL
By Authority: Friends of Brian Karanjud, Robert Karanjud, Treasurer

For the article: The rookie cards ran roughly one day each, a burst strategy aimed at social pickup rather than sustained reach. The surplus-versus-lean contradiction between running mates is the campaign's sharpest debate-night material.

21. Boss Wilcoxon Is Too Radical for Talbot

NEGATIVE: targets Shari Wilcoxon and the full slate ('MAGA-5')

Run: Oct 12 to Oct 19, 2026 | Spend: under \$100 | Impressions: 2K to 3K | Library ID: 39065166156464564

The nationalizing ad. Three-part attack on Talbot GOP chair Shari Wilcoxon: her post calling public executions 'an honorable American tradition'; her comment telling a mother running for Board of Education to withdraw and 'focus on your own children'; and her dismissal of Naranjo's Venezuela expertise. It brands the GOP slate 'the MAGA-5' and 'not much like a normal Republican slate,' asks whether the candidates' wives are okay with the mothers comment, whether they will distance themselves, and whether they can 'tell the Boss to correct course.' Closes with the 'Meet Me in the Middle' pitch.

TALBOT COUNTY REPUBLICAN CHAIR

Boss Wilcoxon is **too radical for Talbot.**

1 "Honorable American tradition"?
Know who your candidates align themselves with.
Talbot GOP chair Shari Wilcoxon, on Facebook this week:
"Public executions are an honorable American tradition."
Her MAGA Republicans govern by **subtraction and division.**

2 Working mothers need not apply
Kate Taylor Logan posted about a typical school morning: missing shoes, forgotten permission slips.
Talbot's Republican Party chair replied:
[Shari Simpson Wilcoxon] Well, if you're struggling to get your own family structured and organized, maybe you should **withdraw from the race**, and **focus on your own children** as I can't imagine how you'd organize the school system.
To her, that's a reason to quit.
To parents, it's Tuesday.

3 Her reply on my Venezuela work
Shari Simpson Wilcoxon · 6m
Deep knowledge?
He worked at it for years and Trump solved it all in less than a year.
I wonder if he thanked Trump?
Meet me in the **MIDDLE.** Brian Naranjo for Talbot County Council
BrianForTalbot.com
By authority: Friends of Brian Naranjo, Robert Naranjo, Treasurer. Panels 1-2 adapted from Talbot Democratic Party graphics.

For the article: The ad that puts the 'MAGA-5' label into paid distribution and makes the party chair, not any candidate, the antagonist. Whether the slate answers the Wilcoxon questions is a live story through Election Day. The public-executions and mothers posts are themselves checkable social posts.

22. The Schools Vote: 'They're Our Future,' Then Stepp Voted No

NEGATIVE: targets Dave Stepp

Run: Oct 20 to Oct 26, 2026 (2 ad versions) | Spend: under \$100 | Library ID: 1416499300054106 family

Contrasts Stepp's January reelection announcement ('If we're not focused on our children, we're doing it wrong. They're our future') with the May 2025 budget vote: schools requested \$1.1 million (\$600,000 for nine positions, \$500,000 for teacher and instructional assistant salaries); Leshner moved to fund it in full; Stepp voted no; it failed 2-3. The \$600,000 for positions passed; the \$500,000 for raises went unfunded. The ad notes the council doesn't set teacher pay, it sets the appropriation that makes pay possible.

TEACHER PAY - FY2026 BUDGET, MAY 2025
"They're our future." — Dave Stepp
Then came the vote.

WHAT STEPP SAID - JANUARY 2026
"If we're not focused on our children, we're doing it wrong. They're our future."

THE ASK - TALBOT COUNTY PUBLIC SCHOOLS
Stepp voted no. The ask: \$1.1 million: \$600,000 for nine positions and \$500,000 for teacher and instructional assistant salaries.

THE VOTE
Councilman Leshner's amendment would have funded the full request. Stepp voted no. It failed 2-3. The \$500,000 for raises went unfunded.

**Focused on our children,
or focused on the slogan?**
The Council doesn't set teacher pay. It sets the appropriation that makes pay possible. That was the vote. Stepp made this impossible.

MY RULE
Fund the basics first. Teachers are the basics.

Brian Naranjo
Competence over chatter. Focus on Talbot. Full stop.
By Authority: Friends of Brian Naranjo, Robert Naranjo, Treasurer.

For the article: A single clean vote with a quote and a roll call, all in public record. The campaign's final-week Stepp track shifted from the pledge math to a specific budget vote: the attack got more concrete as Election Day approached.

23. Hey, Wade Strickland: Right Numbers, Wrong Conclusion

NEGATIVE: targets Wade Strickland

Run: Oct 26, 2026 (one day) | Spend: under \$100 | Impressions: under 100, flagged 'Low impression count' | Library ID: 1139321705132249

The rare good-faith contrast: it concedes Strickland's census figures are right (Talbot lost 256 people between 2010 and 2020; growth since under 2 percent), then argues the conclusion is wrong: more than 40 percent of school staff live outside the county, the median age is 51 and rising, and a shrinking county doesn't need a brake pedal, it needs workforce housing inside Easton, Trappe and St. Michaels where the pipes already run.

Hey, Wade Strickland.
Right numbers. Wrong conclusion.

HIS NUMBERS	WHAT THEY MEAN
-256 people lost, 2010-2020	40%+ of school staff live outside Talbot
<2% growth since	51 median age, and rising
His takeaway: holding growth to half the Comp Plan's pace is "a great job."	Fewer young families. Fewer volunteer firefighters. A thinner tax base.

A shrinking, aging county doesn't need a brake pedal. It needs **workforce housing** where the pipes already run.

Brian Naranjo
Competence over chatter.
Focus on Talbot. Full stop.

By Authority: Friends of Brian Naranjo, Robert Naranjo, Treasurer.

For the article: Worth noting precisely because it compliments the opponent's arithmetic: the campaign is arguing about interpretation, not facts, which is unusual for negative ads and quotable in both directions.

24. Lakeside at Trappe: What Stepp Said, What Stepp Signed

NEGATIVE: targets Dave Stepp

Run: Oct 26 to Oct 27, 2026 (one day) | Spend: under \$100 | Impressions: under 100, flagged 'Low impression count' | Library ID: 1667462318313550

LAKESIDE AT TRAPPE

What Stepp said.
What Stepp signed.

2022 · STAR DEMOCRAT CANDIDATE PROFILE

Growth should "strictly adhere to the Comprehensive Plan."
Development without proper planning "only benefits a select few."

SEPTEMBER 2023

Councilman Stepp co-introduces Resolutions 347 and 348: sewer allocation for every phase of Lakeside at Trappe. Not the first phase. All of them.

MAY 14, 2024

Council approves both resolutions.

Stepp didn't pump the brakes.
Stepp wrote the resolution.

If development without proper planning "only benefits a select few," who did this one benefit?

MY RULE

Infrastructure leads. Capacity first, then growth. Milestone reviews on every large project.

Brian Naranjo

Competence over chatter. Focus on Talbot. Full stop.
By Authority: Friends of Brian Naranjo, Robert Naranjo, Treasurer.

The campaign's final launch. It contrasts Stepp's 2022 Star Democrat profile (growth should 'strictly adhere to the Comprehensive Plan'; unplanned development 'only benefits a select few') with his September 2023 co-sponsorship of Resolutions 347 and 348 granting sewer allocation to every phase of Lakeside at Trappe, approved May 14, 2024. 'Stepp didn't pump the brakes. Stepp wrote the resolution.' It closes: 'if development without proper planning only benefits a select few, who did this one benefit?'

For the article: Launched the day Meta's restriction period began, so it ran about one day and reached under 100 impressions. The contrast between a candidate's old profile and a signature vote is a durable format, and the resolutions are county records.

Part 3: Biographical, Issue, and Fundraising Ads

Eighteen positive creatives: launch, policy, humor, endorsements, and crossover appeals.

26. Launch Video: The Pincushion

POSITIVE: launch,
biography

Run: Sept 10 to Sept 11, 2026 | Spend: under \$100 | Impressions: 100 to 999 | Library ID: 4724536421159145



The first ad of the campaign. Video at the Pincushion crossroads (St. Michaels Road at Unionville Road), delivering the 'Meet Me in the Middle' origin story: Quaker settlers' school, one of America's first public libraries in 1676, George Fox worshipping at Betty's Cove. The 'middle' is framed as where neighbors came together, not a spot on a map.

For the article: The campaign's entire brand vocabulary was set in this launch: the crossroads, the history, the moderation theme. Useful baseline for tracking how the tone shifted once contrast ads began.

27. Bio Blast: Public Servant With a Track Record

POSITIVE: launch,
biography

Run: Sept 11 to Sept 14, 2026 (5 ad versions) | Library ID: 2076393873263836 family

The candidate photographed on a porch with American flags, 'Candidate for Talbot County Council. Public Servant with Track Record for Getting Things Done.' Five ad versions ran in the first week, the archive's largest single creative family, consistent with early audience testing.



For the article: Five variants in the first week signals the campaign was testing creative before the negative phase. The flag-and-porch framing matches the civility brand the attacks would later lean on.

28. WHCP Radio: Twelve Minutes on the Job

POSITIVE: interview
promotion

Run: Sept 25 to Oct 1, 2026 (3 ad versions) | Library ID: 1597358408615777 family

Boosts the WHCP Radio Chesapeake interview with Jim Brady: keep the 2% tax cap but publish the receipt, revisit the July impact-fee waiver, and the 40% of workers who cannot afford to live here.



For the article: The radio interview establishes the policy spine (tax cap, impact fees, workforce housing) that the later attack ads execute against. Worth one listen for context on tone.

29. Bita and the Rockfish

POSITIVE: humor, name recognition

Run: Sept 25 to Oct 3, 2026 | Spend: under \$100 | Impressions: 3K to 4K | Library ID: 4579874015665716

The schnauzer Bita 'came home from her morning rounds' with a rotting rockfish, 'well past its pull-by date. Possibly past its pull-by term in office.' Asks followers whether to frame it, grill it, or return it to the Bay.



For the article: 3K to 4K impressions, outperforming most of the attack ads of the same week. The humor content built the name recognition the negative ads monetized. The 'expired' rockfish photo from the harbor shoot is the campaign's most meme-ready asset.

30. Bit's Resume

POSITIVE: humor, name recognition

Run: Sept 25 to Sept 28, 2026 | Spend: under \$100 | Impressions: 100 to 999 | Library ID: 1221856407173621

The dog's resume: unpaid campaign manager, porch meetings in St. Michaels, ride-alongs to doors in Easton, Trappe, Oxford and Tilghman, dock inspections, office hours with a to-do list, and 'more kindness.' 'Same nonsense. Need different humans.'



For the article: The humor series doubles as a canvassing diary: the ride-along lists name every town the campaign was walking that week.

31. The Deficit Op-Ed Boost

POSITIVE: policy, op-ed promotion

Run: Sept 25 to Sept 30, 2026 (2 ad versions) | Library ID: 1627013319001253 family

Boosts the Talbot Spy op-ed on Maryland's structural deficit with the uncomfortable-part framing: 'I'm a Democrat. So is the governor, and so are both chambers in Annapolis. And the state has been balancing its books on Talbot County.' Cites the pension shift (\$198,200 for Talbot) and the 2% charter cap.



For the article: The campaign's signature policy theme: candor about his own party to buy credibility for the fiscal attacks. This framing recurs in the October 'invoice' ad.

32. The Hunger Coalition Numbers

POSITIVE: issue
advocacy

Run: Sept 27 to Sept 30, 2026 | Spend: under \$100 | Impressions: 100 to 999 | Library ID: 1317798006965143

Amplifies Catherine Poe's testimony to the council: pantries feed 3,000 people weekly in a county of about 38,000; \$15 an hour pays about \$31,000 against a \$49,000 living cost; the senior pantry grew from 35 families to more than 100.

TESTIMONY TO THE TALBOT COUNTY COUNCIL - SEPT. 22, 2026

“

What is this disparity? It is caused by actually **low wages — to just put it very bluntly.”**

Catherine Poe
Chair, Talbot County Hunger Coalition

3,000

people fed **every week**, in a county of about 38,000

\$31K vs \$49K

what \$15/hr earns full-time vs. what one adult needs to live here

35 - 100+

families at the Senior Center pantry — **just one of nine** pantries in the county

Figures as presented by Catherine Poe to the County Council.

By authority of Friends of Brian Naranjo,
Robert Naranjo, Treasurer.

Brian Naranjo*

For the article: This is the origin of the statistic the attack ads weaponize. A reporter using the 35-to-100 figure in any later ad has this ad as the primary-source trailhead, with Poe's Sept 22 testimony behind it.

33. Yard Signs and Crossover Republicans

POSITIVE: crossover
appeal

Run: Sept 30 to Oct 5, 2026 | Spend: under \$100 | Impressions: 2K to 3K | Library ID: 1476463274325266

Naranjo tells Republicans they 'have permission' to vote for him: Republicans have hosted fundraisers, helped with logistics, and joined from day one, and one sign went up in a yard already supporting the Republican candidate for state senate. The 'MAGA-5' label appears here three weeks before the Wilcoxon ad made it a centerpiece.



For the article: The crossover pitch is the strategic core: the campaign counts on split-ticket voters. The Republican fundraising help is a claim worth asking him to name, and the GOP-senate-sign anecdote is a color detail.

34. The Teachers Endorsement

POSITIVE: endorsement

Run: Oct 3 to Oct 7, 2026 | Spend: under \$100 | Impressions: 1K to 2K | Library ID: 1652056843205077

The Talbot County Education Association endorsement with his questionnaire answers: a multi-year funding forecast for the Blueprint's growth from \$55 million to \$90 million by FY2034, housing as a teacher retention tool, 32 years as a union member, opposition to diverting public funds to private schools, and the 'neither' answer he explained rather than dodged.

— ENDORSED BY THE TALBOT COUNTY EDUCATION ASSOCIATION

Where I stand on Talbot's public schools.

Five answers from my TCEA candidate questionnaire. The teachers read the whole thing. You can too.

- 1 Plan for the bill that's already scheduled.**
The county's Blueprint obligation grows from about \$55M to about \$90M by FY2034. Publish a multi-year forecast — planned, not litigated every spring.
- 2 Housing is a retention tool.**
A significant portion of TCPS teachers and administrators live outside the county. Zoning and workforce housing are county decisions. I'd use them.
- 3 Collective bargaining — I support it.**
32 years a union member in the American Foreign Service Association. Representation when you need it is not an abstraction to me.
- 4 Public dollars, public accountability.**
No public funds to private and home schools. Yes to maintenance of effort. And \$200K in cannabis revenue is not a plan for a \$35M obligation.
- 5 Retirees in the classroom — as a supplement, never a substitute.**
Talbot is rich in willing experts. Put them to work with educators, not in place of them.

Brian Naranjo
Full questionnaire at brianfortalbot.com

*Naranja is Spanish for orange. Hence the color.
By authority of: Friends of Brian Naranjo; Robert Naranjo, Treasurer.

For the article: The questionnaire is published at brianfortalbot.com, so the contrast with the GOP slate's answers is available for comparison.

35. The Annapolis Invoice

POSITIVE: policy (top performer)

Run: Oct 2 to Oct 10, 2026 | Spend: \$100 to \$199 | Impressions: 5K to 6K (best in archive) | Library ID: 1125504833482042

His best-performing ad by impressions. The op-ed boost: Maryland's \$2.6 billion structural gap growing past \$3.4 billion by 2030; the \$39.3 million pension cost shift with Talbot's \$198,200 share; counties now paying 90% of the assessment office; and the proposal that every budget season the county publishes 'the invoice,' an itemized accounting of what Annapolis has pushed down.

AS PUBLISHED IN THE TALBOT SPY

ANNAPOLIS IS BALANCING ITS BOOKS ON TALBOT COUNTY.

INVOICE

NEVER ITEMIZED

From: Annapolis
To: Talbot County taxpayers

Teacher, community college & library pension costs shifted to counties this spring \$39.3 million statewide	\$198,200 Talbot's share
State assessment office (SDAT): counties now pay 90% of its assessment & technology operations	+\$21M / yr statewide
Pension grant promised in 2012 to nine local governments, four on the Shore	Halved. Then eliminated.
"Increase" in state aid to Talbot counts the state's own teacher-pension payments as "aid" to us	~\$900K
STATE STRUCTURAL GAP	\$2.68 next year -- \$3.4B+ by 2030

"You cannot push back on a bill you have never itemized."

Talbot's charter caps property-tax revenue growth at 2%. **The cap binds us, not Annapolis.**
My proposal: the county publishes this invoice every budget season — then we show up in Annapolis early, in coalition, before the bill is written.

By authority of: Friends of Brian Naranjo, Robert Naranjo, Treasurer

Brian Naranjo
FOR TALBOT COUNTY COUNCIL

BrianforTalbot.com
Read the full op-ed at talbotspy.org

For the article: The single most-seen paid message of the campaign is a fiscal-process proposal, not an attack. The invoice idea is a concrete, checkable commitment if he wins, which makes it a ready-made follow-up story for the next council term.

36. Big Night: The \$20 Ask

POSITIVE: fundraising

Run: Oct 10 to Oct 15, 2026 | Spend: under \$100 | Impressions: 3K to 4K | Library ID: 1142549848540869

Post-town-hall fundraising boost: 'Orange is the New Blue,' \$660 raised in 48 hours, and the core pitch, twenty dollars puts one post in front of every Facebook feed in Talbot County. 'Twenty of you, and we're on every feed in the county, every day, until the polls close.' Creative: the Spy/Avalon town hall graphic with the ActBlue link.

SPY / AVALON TOWN HALL · OCT. 6

We're setting the tempo.
Let's keep up the momentum. Accelerate.

4 weeks to Election Day. Early voting opens Oct. 22. Ballots are already out.

\$20 puts one post in front of every Facebook feed in Talbot County.

Brian Naranjo
TALBOT COUNTY COUNCIL

secure.actblue.com/donate/brianfortalbot
BrianforTalbot.com

By authority: Friends of Brian Naranjo, Robert Naranjo, Treasurer

For the article: The \$20-per-post math is the campaign's own accounting of its ad strategy and doubles as evidence for how cheaply countywide paid persuasion actually runs.

37. Day One: Show Everyone the Math

POSITIVE: biography,
policy

Run: Oct 14 to Oct 19, 2026 (3 ad versions) | Library IDs: 2253975098874805 family

The St. Michaels biography ad: 32 years representing the US abroad, his mother in town on his father's federal pension, and the Day One promise of a multi-year fiscal forecast and the annual Annapolis invoice. Recites the pressures: federal health-care cuts at New Year, state cost shifts, the school mandate climb from \$55 million toward \$90 million by 2034, and inflation.

Brian Naranjo*
Meet Me in the Middle

Day One: Show everyone the math.

A plain-English picture of Talbot's finances, before the first budget vote.

1	Washington cuts	federal health care, New Year
2	Annapolis cost shifts	an annual "invoice"
3	Rising school mandates	a known schedule
4	Inflation	higher costs for the county

Orange* is the New Blue

brianfortalbot.com By authority of: Friends of Brian Naranjo, Robert Naranjo, Treasurer

For the article: Three versions ran concurrently, the archive's second-largest family. The personal-finance framing of the county's finances is the campaign's consistent metaphor.

38. Every Budget Is a Set of Choices

POSITIVE: policy

Run: Oct 20 to Oct 26, 2026 (2 ad groups) | Library IDs: 1844897103198548 and 1099021352749280 family

Brian Naranjo*
Meet Me in the Middle

Decide what matters most.

1 KEEP US SAFE Protect the penny-tax public safety positions.	2 LOOK AFTER OUR SENIORS Act on the Task Force report in year one.	3 FUND SCHOOLS IN STEPS Plan for it. Don't defer it into a shock.
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EARLY VOTING: OCTOBER 22-29.
Election Day: Tuesday, November 3. Vote for five.

Orange* is the New Blue
brianfortalbot.com By authority of: Friends of Brian Naranjo, Robert Naranjo, Treasurer

Final-week priorities ad: keep the public-safety penny (26 positions, Station 95 in Cordova opened July), look after seniors (his mother on a federal pension, his in-laws who fled a dictator, the county's missing emergency shelter), fund schools and jobs. Creative: the 'Decide what matters most' three-column flyer.

For the article: Note the penny-tax defense runs in positive ads the same week the Strickland attack asks whether the pledge covers it: the campaign played both sides of that coin.

39. Thank You, David Montgomery

POSITIVE: crossover endorsement

Run: Oct 20 to Oct 26, 2026 | Spend: under \$100 | Impressions: 100 to 999 | Library ID: 1659498062474955

Boosts Easton Town Council Republican David Montgomery's letter urging fellow Republicans to vote for a Democrat for County Council. The creative is the letter flyer: 'Why I'm crossing party lines to support Brian Naranjo. He must be elected. D. Montgomery.'

Brian Naranjo*MEET ME IN THE MIDDLE

A REPUBLICAN COUNCILMAN WRITES

Why I'm crossing party lines to support Brian Naranjo

David Montgomery, Easton Town Council (Ward 3)
Letter to the Editor, *The Talbot Spy* · Oct. 16, 2026

- 1 The county matters more than party.**
A call to Republicans to put Talbot first.
- 2 "Roads, public safety, water and sewer, zoning, and schools. Full stop."**
The council's job, not national grandstanding.
- 3 Honesty, integrity, independent judgment.**
The public interest first, not developers or special interests.
- 4 A diplomat who gets results.**
As No. 2 at the U.S. Embassy in Venezuela, he secured the release of an American citizen imprisoned by Maduro.

"He must be elected." — D. Montgomery

Orange* is the New Blue
Authority: Friends of Brian Naranjo, Robert Naranjo, Treasurer

BrianforTalbot.com

For the article: The campaign paid to distribute a Republican's cross-party endorsement, the concrete proof point behind the crossover pitch. Worth pairing with the yard-sign ad for the through-line.

40. Rural Character: Infrastructure Leads

POSITIVE: policy,
biography

Run: Oct 20 to Oct 26, 2026 | Spend: under \$100 | Impressions: 100 to 999 | Library ID: 1936387221076552

The sprawl biography: Española, New Mexico (family settled 1598, strip malls end to end) and Olney, Maryland (cornfields to cookie-cutter suburbia, no more deer). His growth rule: infrastructure leads, growth goes where Easton, Trappe and St. Michaels can carry it, and large projects get milestone reviews and wastewater-capacity checks.

Brian Naranjo*
Meet Me in the Middle

I've watched the farmland disappear.
Not here.

Infrastructure leads. Growth pays its own way.

WATER SEWER ROADS HOMES

St. Michaels Easton Trappe

Orange* is the New **Blue**

brianfortalbot.com By authority of: Friends of Brian Naranjo; Robert Naranjo, Treasurer

The graphic is a dark blue rectangular poster. At the top, the name 'Brian Naranjo*' is in white and orange, followed by 'Meet Me in the Middle' in white. Below this is the headline 'I've watched the farmland disappear. Not here.' in white and orange. A line of text reads 'Infrastructure leads. Growth pays its own way.' Below this is a horizontal timeline with four circular icons: a water drop for 'WATER', a sewer pipe for 'SEWER', a road for 'ROADS', and a house for 'HOMES'. Below the icons are three orange circles on a horizontal line, labeled 'St. Michaels', 'Easton', and 'Trappe' from left to right. At the bottom, the slogan 'Orange* is the New Blue' is in white and orange, with the website 'brianfortalbot.com' and the text 'By authority of: Friends of Brian Naranjo; Robert Naranjo, Treasurer' in small white font.

For the article: The two-family-story framing (his mother here, in-laws who fled a dictator) recurs across the final-week ads; it is the campaign's empathy layer over the fiscal message.

41. The Tilghman Neighbors' Letter

POSITIVE: earned-media
amplification

Run: Oct 23 to Oct 26, 2026 (2 ad versions) | Library IDs: 2307675160054989 family

Boosts a letter about 420 households in the 21671 ZIP code from Tilghman neighbors asking voters to take a fresh look at the five Democrats: 'Let's have a Council that becomes a glue, not a solvent, for community cohesion.' Priorities listed: workforce housing, roads, sewer versus septic, balanced planning, and budgets that pay county workers enough to live here.

For the article: The campaign's closing week leaned on third-party validators (neighbors' letter, Montgomery's letter, the Spy interview) rather than fresh self-promotion.

42. The Talbot Spy Video Interview

POSITIVE: interview
promotion

Run: Oct 23 to Oct 26, 2026 (2 ad versions) | Library IDs: 1131607349403160 family

Boosts the Spy's long-form video with topic list: local government can't hide, the \$35 million education climb over seven years, growth with guardrails via the Comprehensive Plan, the 40% of workers who cannot live here, and data centers (he would support the moratorium 'only if we use it to get our ducks in a row. We can't stand on the beach and hold the waves back').

Brian Naranjo*
Meet Me in the Middle

FROM MY INTERVIEW WITH THE SPY

“You can’t hide locally. Either the road is paved and the school’s open and the police are on the beat, or they’re not.”

— Brian Naranjo, Talbot County Council candidate

WATCH THE FULL INTERVIEW

Orange* is the New Blue
brianfortalbot.com

By authority of: Friends of Brian Naranjo; Robert Naranjo, Treasurer.

For the article: The most complete statement of his positions in the archive, in his own words, on tape: the natural primary source for any profile piece.

43. Two Final-Week Video Ads

POSITIVE: video, content
not itemized

Run: Oct 20 to Oct 26 (Library ID 972109559283408) and Oct 23 to Oct 26 (Library ID 1836940173973341), 2 ad versions each

Two video ads whose full body text the Ad Library does not expose in its summary view (marked 'See summary details'). Poster frames are archived here; the creative images and captions are retrievable from the Library URLs in the appendix note.



For the article: Included for completeness. The poster frames are in the creatives folder if the videos themselves matter to the piece.

Patterns and Story Angles

PAID AMPLIFICATION OF THE CRIMINAL-RECORD STORY

Two letters ran in the Talbot Spy; the campaign then spent money to put the court-record details into paid countywide distribution (the Oct 4 ad, \$100 to \$199, 2K to 3K impressions, audience set to over 1M), wrapped in 'he served his sentence' framing. The Oct 12 Scouting Report then hit the same theme ('Times he addressed it: zero'). Whether paid distribution of an opponent's criminal record is fair game is the campaign's own framing question: it presents the case details as an accountability ask.

THE TARGETING PATTERN

Over half the archive (at least 22 of 42 creatives) is negative or contrast. By creative count the heaviest targets are Stepp (9), Callahan (7), and Gunsallus (7), then Strickland, Wilcoxon, and MacKendrick, plus two donors (Wagner, Spring). A county council race where the sitting councilmen of the opposing party absorbed more paid fire than any single challenger is a story in itself.

THE MAGA-5 LABEL

The campaign's paid strategy nationalizes a county race: the GOP slate is branded 'MAGA-5' in at least five creatives, party chair Shari Wilcoxon is personalized as 'the Boss,' and voters are asked whether the slate will buck her. This is a deliberate frame: county issues argued through a national partisan lens.

MICRO-BUDGET PERSUASION

About \$1,500 in total Meta spend for the flight, sold to donors as 'twenty dollars puts one post on every feed in the county.' The archive is a case study in how cheaply paid persuasion runs in a small market: the best-performing ad cost at most \$199 and reached 5K to 6K impressions in a county of about 38,000.

LATE ESCALATION, THIN RETURN

The negative density roughly doubled after the Oct 6 town hall, and the final-week ads are flagged 'Low impression count' (under 100 impressions each). The campaign's last launch (Lakeside at Trappe) ran one day into Meta's Oct 27 restriction period. The sharpest attacks had the smallest audiences.

THE AUDIENCE

The one visible demographic breakdown (from a summary panel) shows impressions concentrated among 65+ viewers, especially women 65+, consistent with Meta's broad-only political targeting. His persuasion spend chased the most reliable voting cohort.

THE CHECKABLE RECORD

Almost every attack cites its source inside the ad text: Talbot Spy letters, the Star Democrat, official meeting transcripts, county code, SBOE filings, the town hall livestream. A reporter can build a verification checklist straight from the archive, and the campaign clearly wrote the ads with that in mind.

FAMILY TREASURER

The committee's treasurer is Robert Naranjo, sharing the candidate's surname, with checks mailed to a Columbia, MD address. A small but standard finance-follow-up detail: who the treasurer is, and the ActBlue small-dollar split versus mail checks.

Verification Notes and Caveats

1. All spend and impressions figures are Meta's public estimates, reported as ranges, not exact figures.
2. The archive was captured October 27, 2026. Ad statuses can change; inactive ads may be re-run within the restriction period's rules.
3. Quotes inside the ads are transcribed by the campaign. The underlying sources (town hall video, meeting transcripts, Star Democrat and Talbot Spy pieces, SBOE filings) are public and should be checked directly before publication.
4. The conviction-related claims in the Oct 4 and Oct 12 ads trace to Mike Pullen's Oct 4, 2026 Talbot Spy letter and the underlying court records. Those records are the authoritative source for any figure the campaign quotes.
5. Two final-week ads (Library IDs 972109559283408 and 1836940173973341) are videos whose captions the Ad Library does not expose; only poster frames were captured.
6. Aggregate spend of about \$1,500 comes from Meta's Spending Tracker for July 27 to October 24, 2026, which spans the entire ad flight. It is rounded to the nearest hundred and reported by Meta, not the campaign's filed total. The committee's Maryland campaign finance reports remain the authoritative source for total expenditures.
7. This compilation is a research aid prepared from public information. Nothing here is a legal conclusion about any ad's accuracy or compliance.