



**CAPITOL
CITY RESEARCH**

Winning Record

Capitol City Research (CCR) is a results-driven, award-winning political and corporate research firm based in Jefferson City, Missouri. Our customizable approach to research is designed to provide every client the vital information needed for success.

CCR has delivered winning results for hundreds of senatorial, gubernatorial, congressional, state, and local candidates as well as issue campaigns and federal political action committees. Since 2014, Capitol City Research has delivered hundreds of wins in good cycles and bad, including 55 wins coast to coast in 2022.

Our team's research has been in award winning political pieces as recognized by the American Association of Political Consultants; including the 2013 Gold Pollie Award, State Legislature Republican category, the 2013 Silver Pollie Award, IE State Legislature category, and the 2018 Silver Pollie Award, State Legislature Republican category. We won our own 2019 Bronze Pollie Award for research.

In addition to political opposition services, CCR provides corporate research, legal research, and background checks for Fortune 500 corporations, nationally ranked law firms, and private clients.

We have a large and well trained staff capable of handling any size project thoroughly, accurately, and quickly. CCR has worked for hundreds of political and corporate clients across 38 states.



Winning Team

Willis Jones | Founder & CEO



Missouri Times

2019 | 100 POLITICAL PLAYMAKERS

Willis Jones is founder and CEO of Capitol City Research. Mr. Jones has been involved in political research for Republican campaigns, committees, and caucuses since 1996. After two decades, Mr. Jones founded CCR in 2014.

Prior to founding CCR, Mr. Jones served as Director of Constituent Services for Missouri Lt. Governor Peter Kinder and Research Director for The Barklage Company, a Missouri-based political consulting firm. Mr. Jones' experience earned him a spot on the 2019 100 List of Political Playmakers by The Missouri Times.

Mr. Jones holds a B.A. from the College of the Ozarks in Business Administration and a minor in Political Science. He is a member of Mensa, a past member of the board of the Cape Girardeau Boys and Girls Club, and a supply pastor for churches in the local area and a member of Southside Baptist Church of Fulton, MO. He resides in Holts Summit, Missouri with his wife, Wyllma, and their five cats.

Amber Watson | VP of Operations



Amber has been with Capitol City Research since 2016, starting as a part-time researcher. Before coming to the Capitol City Research team, she held a number of jobs around the Missouri Capitol, including working for various lobbyists and working in the Missouri Senate. Soon after she started to work at Capitol City Research, it became apparent that she had the gift of management and administration. Over time, she became a project manager, and then was promoted to VP of Operations in 2020. Her job is to supervise the work the employees and contractors do for the company and make sure projects get out on time to our clients nationwide. Amber is a graduate of William Woods University of Fulton, MO. She is married to her husband, Trent, and has three children.

Winning Team

Winning Products

Comprehensive Opposition & Inoculation Research

Capitol City Research offers complete opposition research reports and inoculation research. The comprehensive research reports will provide a wide scope of actionable intelligence, including media appearances, legislative history, personal legal history, and many other areas.

All research packets will be accompanied with a top hits section and initial suggestions for opposition messaging.



Comprehensive review of a candidate's public service
Legislative history analysis, absenteeism, committee review, spending while in office, history of lobbyist gifts, and other areas



Media Audit and Analysis

Review of all interviews or writings in print, digital, and broadcast media

Personal Biography and Background



Review

Full analysis of a person's biography from birth to present, including confirmation of stated education, property held, history of property tax and income tax payment, review of all businesses and assets held

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Personal Legal Review

Review of liens, bankruptcies, criminal and civil legal review, payment of taxes, and review of owned assets



Political Activity Review

Review of candidates endorsed, financial contributions, voting history, and volunteerism/activism

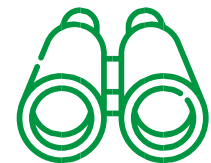


Professional Activity Review

Review and confirmation of stated professional licenses and areas of practice, review of businesses owned or worked at, and analysis of consumer reviews of projects or products, and other areas

Candidate Tracking

CCR can integrate with your team's existing trackers or provide a tracker for your campaign to catch gaffes, record statements, and provide intel and surveillance on opposition campaign activities.



Opposition Messaging & Ongoing Research

CCR's team has decades of experience in working with General Consultants, Pollsters, and Media Teams to help ensure that all opposition messaging is hard hitting, believable, factually true, and backed up with proper citation. CCR is happy to work with any area of your campaign's messaging team to provide insights and analysis on how to best implement your research. CCR also offers long-term, ongoing research packages for larger or long-term campaigns.

- We can help your campaign with:
 - Provide ongoing media, social media, and legislative research tracking
 - Providing provide research analysis for polling, media, and campaign consulting calls
 - Assist with rapid response team questions



Winning Products

Opposition Website Design & Video Ads

CCR provides the option of building opposition websites for campaigns and committees against their opponents with the research we provide. We will work with your team for all messaging, narrative, and design to ensure maximum effectiveness and impact on the campaign. In addition to building opposition websites, we are partnered with digital video production teams to create vivid and memorable cinematic ads that can creatively show voters the now uncovered contrast between you and your opponent.



Corporate & Legal Research

In addition to political research, CCR has provided policy, legal, and employer research to major corporations, law firms, and private individuals across the nation. Our dedicated research team can help with background checks, corporate research, and provide assistance to law firm research teams.





Research. Uncover. Win.

(573) 450-4895

www.CapitolCityResearch.com