

United States Senate

WASHINGTON, DC 20510

March 6, 2026

Mr. Jay Connaughton
Managing Partner
People Who Think LLC
4250 Highway 22 Suite 7
Mandeville, LA 70471

Dear Mr. Connaughton,

On February 13, 2025, People Who Think LLC (People Who Think) was awarded a \$77 million no-bid contract by the U.S. Department of Homeland Security (DHS) to help produce an advertising campaign featuring Secretary of Homeland Security Kristi Noem.¹ A separate, \$143 million contract to help produce the same ad campaign was awarded, without competition, to Safe America Media LLC.² The circumstances surrounding the awarding of these lucrative, no-bid contracts raise a number of important questions. Accordingly, we write to request information and records regarding People Who Think's work on and agreements related to its contract with DHS.

Public records indicate that you are the founding and managing partner of People Who Think.³ According to public reporting, you and Corey Lewandowski, Chief Advisor to DHS Secretary Kristi Noem, worked together on Louisiana Governor Jeff Landry's 2023 campaign.⁴ You also previously served as a campaign advisor for President Trump.⁵

In order to better understand the relationship between People Who Think and DHS political leadership, and to better understand how \$77 million in taxpayer dollars were spent, we request the following documents by March 13, 2026:

1. A copy of your contract agreement with DHS.
2. A list of any other subcontracts, along with copies of those subcontracts, awarded under the \$77 million contract between People Who Think and DHS.

¹ See USAspending.gov, *Indefinite Delivery / Indefinite Quantity (IDIQ) Contract with People Who Think LLC* (online at https://www.usaspending.gov/award/CONT_IDV_70RDA225D00000003_7001) (accessed Mar. 6, 2026)

² See *Firm Tied to Kristi Noem Secretly Got Money From \$220 Million DHS Ad Contracts*, PROPUBLICA (Nov. 14, 2025) (online at <https://www.propublica.org/article/kristi-noem-dhs-ad-campaign-strategy-group>).

³ See Jay Connaughton, *Connaughton: Why WMG is a 'Fantastic Symphony of Effort'*, STATE AFFAIRS (Jan. 22, 2025), <https://pro.stateaffairs.com/la/education/connaughton-why-wmg-is-a-fantastic>; Rebecca Beitsch, *House Democrats Launch Investigation of DHS Ads on Trump Immigration Policies*, THE HILL (Mar. 21, 2026), <https://thehill.com/homenews/house/5208077-trump-administration-immigration-investigation/>.

⁴ See Nick Gilbertson, *Exclusive: Inside Jeff Landry's Victory—How Early Voting, Effective Voter Targeting, and a 'Terrific Candidate' Landed GOP Jungle Primary Win*, BREITBART (Oct. 30, 2023), <https://www.breitbart.com/politics/2023/10/30/jeff-landry-win-terrific-candidate-effective-voter-targeting/> (featuring information you provided to Breitbart about your role producing paid media for Jeff Landry's campaign).

⁵ See Beitsch, *supra* note 3.

3. Any invoices to and contracts with entities or individuals People Who Think worked with in connection with the DHS ad campaign, pursuant to a subcontract agreement or otherwise.
4. Any communication(s) between you or any agent of your firm, and any subcontractors, or any agent thereof, related to the production of the DHS ad campaign.
5. Any communication(s) between you or any agent of your firm and any DHS personnel, including but not limited to Secretary Noem, Corey Lewandowski, and Assistant Secretary Tricia McLaughlin.

In addition, please provide detailed responses to the following questions:

1. When did People Who Think first communicate with DHS about the potential of a contract?
2. Do you or People Who Think have any contractual, lobbying, or other agreement with Corey Lewandowski regarding this contract? If so, please provide any documentation regarding that relationship.
3. Did People Who Think directly or indirectly compensate—financially or otherwise—any DHS personnel, including but not limited to Special Government Employees, in connection with the DHS ad campaign?
4. Please identify all individuals and firms that People Who Think compensated—financially or otherwise—in connection with performing the contract for the DHS ad campaign.
5. Has People Who Think been awarded any other contracts or subcontracts for services connected to or solicited by DHS? If so, please identify the projects and provide a description of People Who Think's involvement.
6. Does People Who Think intend to pursue additional contracts or subcontracts related to DHS or any other federal agency?
7. Does People Who Think have a conflict of interest policy? If so, please provide the policy. If it does not maintain such a policy, explain why not.

Sincerely,



Peter Welch
United States Senator



Richard Blumenthal
United States Senator
Ranking Member, Permanent
Subcommittee on
Investigations