

United States Senate

WASHINGTON, DC 20510

March 16, 2026

Mr. Kyle Roberts
President and CEO
Smart Media Group LLC
1427 Leslie Avenue #200
Alexandria, VA 22301

Dear Mr. Roberts,

On February 13, 2025, Safe America Media LLC (Safe America Media) signed a no-bid contract ultimately worth \$143 million to produce advertising campaigns for the U.S. Department of Homeland Security (DHS).¹ According to public reporting, Safe America Media then hired your company—Smart Media Group LLC (Smart Media)—to place these ads.² We write to request information and records regarding Smart Media’s agreement with Safe America Media.

According to public reports, Smart Media has worked on multiple Republican political campaigns during the last decade with Corey Lewandowski, DHS Secretary Kristi Noem’s Chief Advisor. Smart Media has a subsidiary that received more than \$329 million in 2024 from President Trump’s Political Action Committee while Mr. Lewandowski was advising the campaign’s senior leadership team.³ Smart Media also placed ads for Louisiana Governor Jeff Landry’s 2024 gubernatorial race while Mr. Lewandowski and People Who Think LLC—the other company selected by DHS as a prime contractor for the ad campaigns—were consultants for the Landry campaign.⁴

The company that hired Smart Media to complete the work for DHS, Safe America Media, which has no apparent office or website, was incorporated seven days before it received the \$143 million agency contract.⁵ Safe America Media is registered to the personal address of Mike McElwain, a longtime Republican political operative.⁶

Pursuant to our responsibility to oversee DHS and federal contracting, our offices are reviewing allegations of misconduct arising from federal contract awards to assess whether and the extent

¹ See [USASPENDING.GOV](https://www.usaspending.gov), *Indefinite Delivery / Indefinite Quantity (IDIQ) Contract with Safe America Media LLC* (online at https://www.usaspending.gov/award/CONT_IDV_70RDA225D00000004_7001) (accessed Mar. 10, 2026).

² See Irene Casado Sanchez and Eric Fan, *Noem Ad Blitz Benefits Media Firms Linked to Trump Campaign*, BLOOMBERG (Mar. 5, 2026), (online at <https://www.bloomberg.com/news/features/2026-03-06/noem-dhs-ad-blitz-benefits-firms-linked-to-trump-campaigns>).

³ See *id.*

⁴ See *id.*

⁵ 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>); *How the White House Hired Republican Political Firms to Launch an Anti-Migrant Ad Campaign*, ASSOCIATED PRESS (Mar. 10, 2025), (online at <https://www.usnews.com/news/politics/articles/2025-03-10/dhs-expedites-process-to-award-two-republican-linked-firms-part-of-its-200-million-ad-campaign>).

⁶ See PROPUBLICA, *supra* note 5.

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to which laws and regulations governing honest services and federal procurement may require legislative reform.

In order to better understand the relationships between Smart Media, Safe America Media, and DHS political leadership, and to understand how \$143 million in taxpayer dollars were spent, we request the following documents by March 23, 2026:

1. A copy of any subcontract or other agreement with Safe America Media.
2. Any invoices Smart Media submitted to Safe America Media in connection with the DHS ad campaign, pursuant to a subcontract agreement or otherwise.
3. Any communication(s) between you or any agent of Smart Media and Safe America Media, or agents thereof, related to the production of the DHS ad campaign.
4. Any communication(s) between you or any agent of Smart Media and any DHS personnel, including but not limited to Secretary Kristi Noem, Corey Lewandowski, and Assistant Secretary Tricia McLaughlin.

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

1. When did Smart Media first communicate with Safe America Media about the potential of a contract?
2. Do you or Smart Media have any contractual, lobbying, or other relationship with Corey Lewandowski that refers or relates to this contract? If so, please provide any documentation regarding that relationship.
3. Did Smart Media 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 Smart Media compensated—financially or otherwise—in connection with the DHS ad campaign.
5. Has Smart Media received any other contracts or subcontracts for services connected to or solicited by DHS? If so, please identify the projects and provide a description of Smart Media's involvement.
6. Does Smart Media intend to pursue additional DHS or other federal agency contracts or subcontracts?
7. Does Smart Media have a conflict of interest policy? If so, please provide the policy. If it does not maintain such a policy, explain why not.

Sincerely,

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Peter Welch

United States Senator



Richard Blumenthal

United States Senator

Ranking Member, Permanent

Subcommittee on

Investigations