

United States Senate

WASHINGTON, DC 20510

March 16, 2026

Mr. David Neal
Strategic Media Services Inc.
4601 N Fairfax Dr, Suite 730
Arlington, Virginia 22203

Dear Mr. Neal,

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—Strategic Media Services Inc. (Strategic Media)—to place these ads.² We write to request information and records regarding Strategic Media’s agreement with Safe America Media.

According to public reports, Strategic Media has worked on multiple Republican political campaigns during the last decade with Corey Lewandowski, DHS Secretary Kristi Noem’s Chief Advisor, and “numerous other Trump allies and affiliated political organizations.”³ Strategic Media worked on President Trump’s 2024 presidential campaign while Mr. Lewandowski was advising the campaign’s senior leadership team.⁴ It also worked on President Trump’s 2016 campaign when Mr. Lewandowski was the campaign manager.⁵

The company that hired Strategic 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.⁶ Safe America Media is registered to the personal address of Mike McElwain, a longtime Republican political operative.⁷ According to public records, Mr. McElwain was the President of Designated Market Media, Inc., which shared the same office address as your company between 2013 and 2021.⁸

¹ See 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 *Id.*

⁴ *See id.*

⁵ *Id.*

⁶ 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>).

⁷ See PROPUBLICA, *supra* note 6.

⁸ See Sanchez and Fan, *supra* note 2.

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

In order to better understand the relationships between Strategic 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 in connection with the DHS ad campaign.
2. Any invoices Strategic 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 Strategic 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 Strategic 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 Strategic Media first communicate with Safe America Media about the potential of a contract?
2. Do you or Strategic 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 Strategic 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 Strategic Media compensated—financially or otherwise—in connection with the DHS ad campaign.
5. Has Strategic 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 Strategic Media's involvement.
6. Does Strategic Media intend to pursue additional DHS or other federal agency contracts or subcontracts?
7. Does Strategic 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,

United States Senate

WASHINGTON, DC 20510



Peter Welch

United States Senator



Richard Blumenthal

United States Senator

Ranking Member, Permanent

Subcommittee on

Investigations