

BACKGROUND:

On July 11, news broke that Congressman Vern Buchanan [purchased a multi-million dollar yacht after voting to cut his own taxes](#) with the Republicans' tax plan. Following the initial story, Cook Political Report [changed its rating of the race](#), and Floridians for a Fair Shake [launched a website](#) offering a reward to the first person to find the yacht, promoting additional additional press coverage.

On August 21, new reporting revealed that [Buchanan received a loan from a foreign bank lobbying for the tax bill](#) to purchase his yacht, driving press in the [New York Times](#), [Roll Call](#), [Sarasota Herald-Tribune](#), numerous articles in the Bradenton Herald, and more.

The below report is an analysis of how press coverage of Congressman Vern Buchanan changed from before the yacht story broke to afterward.

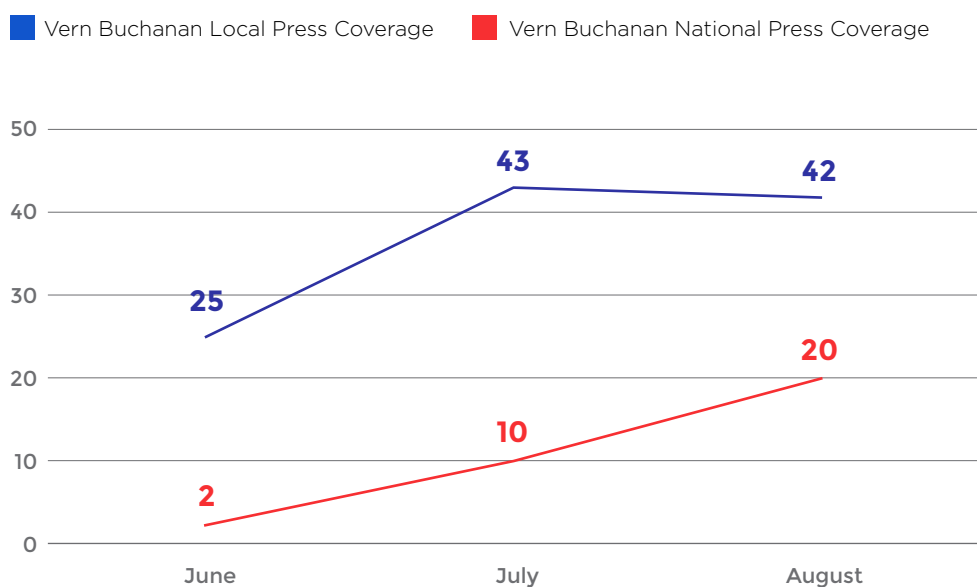
OVERVIEW:

Buchanan's press mentions more than doubled from June to July, with every single national story mentioning Buchanan in July also mentioning his yacht purchase. He also received more national coverage in August, with most stories about the Florida primaries and his use of a loan from a foreign bank that lobbied for the tax bill. By August, Buchanan's yacht purchase became a way for outlets to identify Buchanan to readers. The purchase is also often cited by national outlets as an example of the way the tax law benefited the wealthy as well as, though to a lesser extent, the corruption in Washington.

The yacht news also dominated local press. Though overall Buchanan mentions didn't increase substantially from month to month, after the news of the yacht purchase broke most of his press mentions focused on the yacht, often with day-after reporting and analysis as well. Taxes also overwhelmingly became a more central part of the election coverage in Buchanan's race, especially after the ratings change for the district. By August, local articles also began to note his purchase of the yacht when describing him.

Any article that includes "Vern Buchanan" from local and national media for the month of June, July, and August has been listed below. Out of those articles, any that mentioned "yacht," "boat," "ship," or "BMO Harris," the bank that loaned Buchanan the money, in context of the purchase and loan received was counted towards articles mentioning the yacht (articles such as a write up on a [meeting Buchanan took with boating executives](#), for example, were not included as it was not about the purchase). There were no articles about the yacht purchase that did not also mention Vern Buchanan. The search was conducted through Nexis and Google News.

Vern Buchanan Press Coverage For The Month of June, July, and August



JUNE

During the month of June, Rep. Buchanan’s press mentions were composed mostly of his official work as a U.S. Representative, with some pieces on news regarding his campaign, such as news that Rep. Giffords would be [campaigning with Shapiro](#) and [Floridians for a Fair Shake promoting health care as a campaign issue](#).

Other than reporting on the League of Conservation Voters’ [call for Congress to reauthorize the public parks bill](#), Buchanan got not additional national press coverage in the month of June.

JULY

At the beginning of July, Buchanan’s mentions focused mostly on fundraising disclosures from candidates and an article about Floridians for a Fair Shake focusing on Buchanan’s vote on the tax bill as a campaign issue. On July 11, Florida Politics first reported that [Vern Buchanan bought a yacht on the same day he voted for the GOP tax bill](#). The story was included in various national and local tipsheets the next morning.

Two days after the Florida Politics story came out, Cook Political Report [changed the rating of the race](#), noting it had become more competitive after the yacht purchase was reported, among other things. This prompted even more national coverage.

For the rest of the month, every national press mention of Buchanan was either about his yacht purchase or included a mention of it. Additionally, several opinion pieces also tied Buchanan’s purchase and vote on the tax bill to the effects of the bill.

Buchanan had more than twice as many mentions in the month of July as he did in the month of June, in both national and local press. Out of these mentions, a vast majority of them mentioned the yacht purchase and tax bill vote.

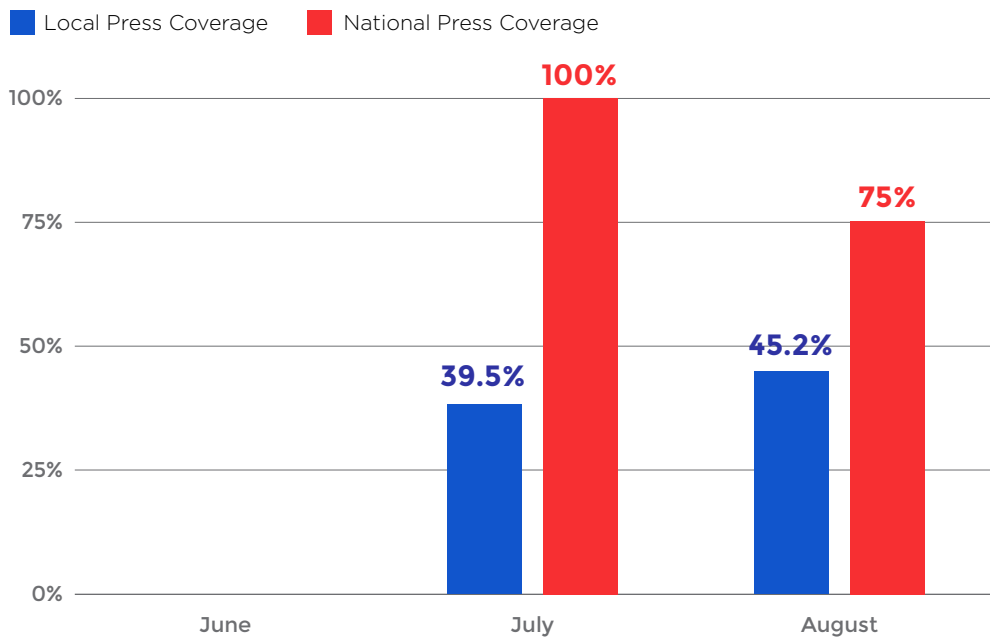
AUGUST

Coverage of Buchanan at the beginning of August focused mostly on local issues, such as [beach clean-up](#).

On August 21, when [news broke that Buchanan received a loan from a foreign bank that lobbied in support of the Republican tax bill](#), it dominated coverage locally and nationally until Florida’s primary took place. Even then, when pieces were more detailed about the candidates, Vern’s yacht purchase and vote for the tax bill were a part of the story, especially when he was mentioned in national outlets.

As the loan story broke, articles referring to the Republican tax bill and the midterm elections began mentioning Vern. [More liberal outlets](#) as well as [more conservative ones](#) covered the story, with deep-dives into the midterm elections noting the scandal as part of a [tough August for Republican candidates](#).

Share of Buchanan Press Mentioning Yacht Purchase



June National Clips

The Hill: [Conservation group launches \\$1M campaign to save public parks bill](#)

McClatchy: [There's a fund to protect national parks, but Congress drastically underfunds it](#)

June Local Clips

Tampa Bay Times: [Florida Republicans in Washington buck Trump on border kids](#)

Tampa Bay Times: [Gabby Giffords to campaign with Vern Buchanan opponent David Shapiro](#)

Orlando Sentinel: [Florida congressman demands probe of misconduct at VA nursing home](#)

[Opinion] Sarasota Herald-Tribune: [Buchanan a free thinker who represents voters](#)

Sarasota Herald-Tribune: [Vern Buchanan: "Children should not be separated from their parents"](#)

Sarasota Herald-Tribune: [ANDERSON: Top 10 races in Sarasota and Manatee counties](#)

Sarasota Herald-Tribune: [District 74 candidates have their say at South County Tiger Bay](#)

[Opinion] Sarasota Herald-Tribune: [Buchanan's reaction to Giffords helps decrease political tension](#)

Bradenton Herald: [See which Manatee County graduates are headed to U.S. service academies](#)

Bradenton Herald: ["It's time to stand up for what's right." Former Rep. Giffords rallies with Shapiro for gun control](#)

Bradenton Herald: [House bill to provide Agent Orange health coverage for 'Blue Water Navy' vets of Vietnam War passes 382-0](#)

Florida Politics: [Buchanan drug plan endorsed by Manatee County](#)

Florida Politics: [#20 on list of Tampa Bay's Most Powerful Politicians — Vern Buchanan](#)

Florida Politics: [Tony Mowry now the lone Democrat in HD 74](#)

Florida Politics: [Nicholas Trolli endorses James Buchanan in HD 74](#)

Florida Politics: [Vern Buchanan, Brian Mast targeted over 'Health Care Sabotage'](#)

Sunshine State News: [Vern Buchanan: Congress Needs to Investigate VA Nursing Homes](#)

Sarasota Magazine: [Former Vern Buchanan Aide Joins Habitat for Humanity](#)

Florida Business Observer: [Nonprofit hires construction administrator](#)

ABC Sarasota: [The 16th District Congressional race discussed on ABC7 at 7](#)

ABC Sarasota: [Congress has no deadline to deal with daylight saving time bill](#)

FOX Tampa Bay: [Florida Republicans speak out against migrant family separation policy](#)

WUSF: [Castor Re-Elected; Other Politicians Face Busy Election Season](#)

WUSF: [VA Issues Long-Awaited Veteran ID Cards But With An Ad On The Back](#)

10News WTSP: [Girl with rare condition travels to Capital in support of children's Medicaid funding](#)

July National Clips

MSNBC: [On the same day, GOP lawmaker approved tax cuts, bought yacht](#)

The Hill: [GOP lawmaker bought multimillion dollar yacht on the same day he voted for GOP tax bill](#)

The Hill: [Cook shifts House race of lawmaker who bought multimillion dollar yacht away from GOP](#)

ThinkProgress: [Millionaire Republican reportedly bought a yacht the same day he voted to cut his taxes](#)

ThinkProgress: [GOP congressman attacks opponent for owning stocks that he also owns](#)

Politico: [Morning Tax for July 12, 2018](#)

ShareBlue: [GOP congressman gave himself a tax cut, then immediately bought a yacht](#)

[Opinion] MarketWatch: [Last week was a bad one for the Trump tax scam](#)

[Opinion] Wonkette: [Rising Tax Cut Tide Lifts All Congressmen's Brand-New Money-Yachts](#)

Carbonated.tv: [GOPer Bought Million Dollar Yacht The Same Day He Voted For Tax Cuts](#)

July Local Clips

Tampa Bay Times: [U.S. House | District 16](#)

Tampa Bay Times: [Vern Buchanan challenger David Shapiro lands national party support](#)

Tampa Bay Times: [Buchanan ad rips into challenger David Shapiro over oil, guns, drugs](#)

Tampa Bay Times: [GOP loosens grip on second Tampa Bay congressional district](#)

Sarasota Herald-Tribune: [Vern Buchanan raises \\$640,000 in second quarter](#)

Sarasota Herald-Tribune: [Political Insider: Shadowy group targeting Vern Buchanan](#)

Sarasota Herald-Tribune: [David Shapiro has raised more than \\$1 million to take on Vern Buchanan](#)

Sarasota Herald-Tribune: [Vern Buchanan criticized for](#)

[buying a yacht the same day he voted for tax cut](#)
[Opinion] Sarasota Herald-Tribune: [Fight Buchanan's efforts to roll back health coverage](#)
Sarasota Herald-Tribune: [Vern Buchanan viewed as increasingly vulnerable](#)
Sarasota Herald-Tribune: [Vern Buchanan in Democrats' crosshairs over tax bill](#)
Sarasota Herald-Tribune: [After Trump's deferential summit with Putin, Vern Buchanan says "Russia is not our friend"](#)
[Opinion] Sarasota Herald-Tribune: [Buchanan heavily backed by donors outside district](#)
[Opinion] Sarasota Herald-Tribune: [Democrats OK if dark money funds attacks on Buchanan](#)
Sarasota Herald-Tribune: [Buchanan ad calls David Shapiro 'hypocrite' for gun, oil and drug company investments](#)
[Opinion] Sarasota Herald-Tribune: [Shapiro's index-fund stocks like those of many investors](#)
Sarasota Herald-Tribune: [Buchanan and Yates square off for GOP State House 74 nomination](#)
Sarasota Herald-Tribune: [Vern Buchanan leads David Shapiro in new poll](#)
[Opinion] Sarasota Herald-Tribune: [Zdravecky: Health care is a top concern](#)
Sarasota Herald-Tribune: [New ad attacks Vern Buchanan for yacht purchase](#)

Bradenton Herald: [Vern Buchanan bought yacht on the same day he voted for tax bill](#)
Bradenton Herald: [In their words: Congressional candidates give their thoughts on offshore oil drilling, immigration](#)
Bradenton Herald: [Shapiro promises to 'stand up' to gun lobby. His donations say otherwise, Buchanan says](#)

Florida Playbook: [Greene the disruptor — Putnam's admits he's losing — DeSantis on 'this girl' Ocasio-Cortez — No youth voters aren't surging \(yet?\) — Buchanan hits Shapiro from the left](#)
Florida Playbook: [The 'errand boy' and 'Seinfeld candidate' — Now about that 'blue wave' — Red tide and Rick Scott — Nelson's hacking claim — 'Blacks for Trump' mystery](#)
Florida Playbook: [Nelson's cash haul and Cortez Masto event — Jamal is coming — Pelosi stumps with Lawson — Gun group spooks Parkland kids](#)

Florida Politics: [Vern Buchanan's haul rises, posts \\$640K for Q2](#)
Florida Politics: [Vern Buchanan touts bipartisan record in new ad](#)
Florida Politics: [Vern Buchanan bought yacht after voting for House version of GOP tax bill](#)
Florida Politics: [THIS STORY WENT VIRAL: "Vern Buchanan bought yacht after voting for House version of GOP tax bill"](#)
Florida Politics: [Buchanan's poorly timed yacht buy](#)
Florida Politics: [Following Buchanan request, House committee to probe VA nursing homes](#)
Florida Politics: [David Shapiro seeks 'full ban' on weapons of war, but invests in ammo makers](#)
Florida Politics: [Vern Buchanan ad blasts David Shapiro's investments in guns, pharma, oil](#)
[Opinion] Florida Politics: [Buchanan punches back in CD 16](#)
Florida Politics: Poll: [Vern Buchanan outpacing David Shapiro by 10 points](#)
Florida Politics: [Is a Democratic "blue wave" coming for Florida?](#)
Florida Politics: [In new ad, Floridians for a Fair Shake](#)

[doubles down on criticism of Vern Buchanan](#)

Sunshine State News: [Vern Buchanan Continues the Fight Against Red Tide](#)
Sunshine State News: [D.C.-Based Dark Money Group Spending Big to Topple Buchanan and Mast](#)

Sarasota Magazine: [Rick Scott to Headline Sarasota GOP Rally](#)

SRQ Magazine: [Bradenton Businessman Dark Horse for Governor](#)

August National Clips

The New York Times: [Republicans Urge Embattled Incumbents to Speak Out on Trump](#)

The Washington Post: [Shapiro wins Democratic primary to face Rep. Vern Buchanan](#)

CNN: [Primary takeaways: A history-making upset in Florida, the establishment wins in Arizona](#)

Associated Press: [The Latest: A guide to Florida's primary election](#)

Associated Press: [Attorney David Shapiro wins Democratic nomination to face U.S. Rep. Vern Buchanan](#)

Roll Call: [Dems Call Monkey Business on Florida Rep's Yacht Purchase](#)

Roll Call: [Florida's Darren Soto Easily Holds Off Alan Grayson Comeback Bid](#)

The Hill: [Key races to watch as Florida, Arizona head to polls](#)

HuffPost: [Trump's Corrupt Inner Circle Won't Be Democrats' New Midterm Focus](#)

ThinkProgress: [Republican Vern Buchanan's ad takes deceptive tactics to a new low](#)

MapLight: [Top Republican on Tax Subcommittee Received Yacht Loan From Foreign Bank Lobbying on 2017 Tax Bill](#)

Capital & Main: [Top Republican on Tax Subcommittee Received Yacht Loan From Foreign Bank Lobbying on 2017 Tax Bill](#)

Washington Examiner: [Election Primary Results](#)

Common Dreams: [Scoring Trump's Tax Cuts So Far: \\$280k for Rich Lawmakers, Pennies for Working People](#)

[Opinion] Reason: [Congressman Launches His Yacht in the Swamp](#)

Daily Kos: [A Republican congressman, a yacht, a tax vote, and a bank loan. What could be suspicious here?](#)

[Opinion] Nation of Change: [Scoring Trump's tax cuts so far: \\$280k for rich lawmakers, pennies for working people](#)

[Opinion] Iowa City Press-Citizen: [Has the Republican Party no shame at all?](#)

Inequality.org: [Scoring Trump's Tax Cuts So Far: \\$280,000 for Rich Lawmakers, Pennies for Workers](#)

EcoWatch: [Florida Gov. Scott Issues Emergency Order for Toxic Red Tide](#)

August Local Clips

Florida Center for Investigative Reporting: [U.S. Rep. Vern Buchanan Received Yacht Loan From Canadian Bank Trying to Influence Tax Bill](#)

Tampa Bay Times: [Vern Buchanan's Democratic opponent pounces on latest report about the congressman's yacht](#)

Tampa Bay Times: [U.S. 16th District: Shapiro claims victory over Schneider](#)

Tampa Bay Times: [Donna Shalala leads Democratic hopes in Congressional races](#)

Tampa Bay Times: [WANTED: A photo of this GOP congressman's yacht \(REWARD: \\$500\)](#)

[Opinion] Sarasota Herald-Tribune: [Buchanan part of majority who benefited from tax cut](#)

[Opinion] Sarasota Herald-Tribune: [Buchanan excuses Trump because of good economy](#)

Sarasota Herald-Tribune: [Much remains unknown in battle against red tide](#)

[Opinion] Sarasota Herald-Tribune: [Buchanan mailer misleading on protecting 'seniors' rights'](#)

Sarasota Herald-Tribune: [City of Sarasota declares emergency over toxic red tide](#)

Sarasota Herald-Tribune: [Shapiro gets support from Schneider in denouncing 'nasty, lying ads'](#)

Sarasota Herald-Tribune: [Billboard goes up blasting Vern Buchanan for yacht purchase](#)

Sarasota Herald-Tribune: [Vern Buchanan facing more questions about yacht purchase](#)

Sarasota Herald-Tribune: [Political Insider: Florida GOP cautious after Manafort, Cohen cases](#)

Sarasota Herald-Tribune: [David Shapiro beats Jan Schneider in congressional District 16 Democratic primary](#)

Sarasota Herald-Tribune: [Buchanan bests Yates to win GOP nomination for State House 74 seat](#)

Sarasota Herald-Tribune: [GOP connections help propel Ziegler to Sarasota County Commission primary victory](#)

[Opinion] Sarasota Herald-Tribune: [Tryon: Primaries' passion set tone for November](#)

Bradenton Herald: [Dead fish haunt these beachfront restaurants, but customers are getting a message](#)

Bradenton Herald: [Red tide is seriously hurting local business, officials say. Here's how Florida is trying to help](#)

Bradenton Herald: [Buchanan, Shapiro trade blows over who is 'sweeter' on the environment](#)

Bradenton Herald: [Red tide isn't just killing fish. It's killing inspiration for local artists](#)

Bradenton Herald: [Buchanan bought his yacht with loan from bank that lobbied for tax reform](#)

Bradenton Herald: [Shapiro ready to take on Buchanan in the fall. But first he has to win his primary](#)

Bradenton Herald: [Congressional races heats up as Shapiro demands Buchanan disclose terms of yacht loan](#)

Florida Playbook: [Buchanan's \\$3 million ad buy — Putnam backers bailing? — 'PRICE GOUGING' charge leveled at Scott](#)

— [Rev. Al is coming](#)

Florida Playbook: [Trump aftershocks — Nelson's Russia problem — Greene's green — Parkland dad vs. Diaz-Balart — Hogg vs. 'old' Pelosi](#)

Florida Politics: [David Shapiro owns stock in nine of study's top 100 greenhouse gas emitters](#)

Florida Politics: [Sugar money again? David Shapiro calls out Vern Buchanan](#)

Florida Politics: [Vern Buchanan holds onto money lead in CD 16 race](#)

Florida Politics: [Foreign bank floated funds for Vern Buchanan's yacht as it lobbied for tax reform](#)

Florida Politics: [David Shapiro anchors outside Vern Buchanan's office, leads protest against yacht purchase](#)

Florida Politics: [Shapiro leads Buchanan protest](#)

Florida Politics: ['The Captain' dings Vern Buchanan's yacht purchase](#)

Florida Politics: [Ray Pilon, Tommy Gregory, James Buchanan, Spencer Roach win GOP primaries in SWFL House races](#)

Florida Politics: [David Shapiro coasts to Democratic nomination on way to showdown with Vern Buchanan](#)

[Opinion] The Gainesville Sun: [Zdravceky: Health care is a top concern](#)

10 News WTSP: [Red tide: Volunteers asked to clean up Holmes Beach shoreline](#)

10 News WTSP: [Rep. Vern Buchanan urges Small Business Administration to 'declare disaster' in red tide bloom](#)

Your Observer: [Vern Buchanan visits Mote, discusses red tide; governor declares emergency](#)

Anna Maria Island Sun: [Restaurateurs combat red tide](#)

Florida Daily: [Florida Reaches Out to SBA to Help Businesses Hurt by Red Tide](#)

Florida Daily: [Gloves Are Off in Gulf Coast Congressional Race](#)

Florida Daily: [Southwest Florida Congressmen Want SBA to Declare Disaster Due to Toxic Algae, Red Tide](#)

Sunshine State News: [As NAFTA Renegotiations Continue, Florida Delegation Wants Farmers in the Sunshine State Protected](#)

[Opinion] SRQ Magazine: [Sarasota Democrats' Surprise Showing](#)

SRQ Magazine: [Steube Wins by Landslide in District 17, Shapiro Advances in 16](#)

[Opinion] SRQ Magazine: [The Rigorous Roasting of Riches](#)

New Port Richey Patch: [Florida Congressional Primary Results: Hunter, Buck, Shapiro Win](#)

ABC Sarasota: [Korean War Veteran searching for answers after waiting 67 years for Navy Cross](#)

ABC Sarasota: [On to the next round for Suncoast Congressional candidates](#)