



One Hundred Nineteenth Congress
Committee on Homeland Security
U.S. House of Representatives
Washington, DC 20515

November 24, 2025

The Honorable Kristi Noem
Secretary
Department of Homeland Security
Washington, D.C. 20528

Dear Secretary Noem:

We write again concerning the Department of Homeland Security's (DHS) misuse of taxpayer funds, this time on an advertising campaign that includes campaign pictures of President Trump and his private real estate holdings and footage of you attempting to herd cattle. On November 14, 2025, ProPublica reported that on the second day of the government shutdown, you filmed yet another taxpayer-funded commercial featuring yourself and promoting an overtly political message. Alarming, the shoot was reportedly run by the Strategy Group, a Republican consulting firm that played a key role in your campaign when you ran for governor of South Dakota in 2022. The Strategy Group received a lucrative state contract after you were reelected and was being paid by your political action committee up until a few days before your Department issued the \$200 million limited competition contract that has secretly enriched the firm.¹ Raising further questions of corruption and unethical conduct, your close confidant and top DHS adviser, Corey Lewandowski, has worked extensively with the Strategy Group's CEO, Ben Yoho, who is also the husband of your Department's Assistant Secretary for Public Affairs, Tricia McLaughlin.²

This latest commercial is yet another example of how DHS evades the competitive bidding process to flow money to friends of Trump Administration officials. We wrote you on March 21, 2025, when you first awarded the ad campaign contract—now valued up to \$240 million³—to Republican campaign consultants close to Mr. Lewandowski.⁴ We asked you to address the apparent blatant misuse of American tax dollars and provide information and documents pertaining to such misuse. On May 12, 2025, you responded to our letter claiming the “common-sense ads”

¹ Justin Elliott, Joshua Kaplan and Alex Mierjeski, *Firm Tied to Kristi Noem Secretly Got Money From \$220 Million DHS Ad Contracts*, PROPUBLICA (Nov. 14, 2025), <https://www.propublica.org/article/kristi-noem-dhs-ad-campaign-strategy-group>.

² *Id.*

³ Federal Procurement Data System, Procurement Identifier 70RDA225D000000003, Nov. 7, 2025 modification (accessed Nov. 17, 2025).

⁴ Letter from Ranking Member Bennie Thompson, Committee on Homeland Security, et al. to Secretary Kristi Noem, Department of Homeland Security (Mar. 21, 2025).

followed all proper procedures, but you provided no evidence.⁵ We fail to see any common sense in your apparently blatant evasion of the competitive bidding requirements that protect taxpayer dollars from corruption and abuse, instead engaging in cowboy cosplay and lining your friends' pockets at the taxpayer's expense during a government shutdown. Your travel arrangements for this trip raise further questions, as you also decided it was necessary to purchase two "lavish" Gulfstream G700 private jets and deemed this extravagant transaction qualified to take place during the government shutdown.⁶ Please provide documentation for the method of travel for you and any other DHS employees to South Dakota for this promotional event.

We request that you immediately respond to the requests in our March 21, 2025, letter, all of which remain unanswered. In addition, please provide all communications between DHS officials, including yourself and Mr. Lewandowski, and anyone associated with the Strategy Group or Safe America Media, from the date you took office until the date that you produce these records to us.

The Committee on Homeland Security is the principal committee of the House of Representatives with jurisdiction over the Department of Homeland Security. The Committee on Oversight and Government Reform is the principal oversight committee of the House of Representatives and has broad authority to investigate "any matter" at "any time" under House Rule X. The Committee on Oversight and Government Reform also has legislative jurisdiction over the overall economy, efficiency, and management of government operations and activities, including federal procurement. Responses to this request for information will inform necessary legislative reforms on the topics covered in this letter.

If you have any questions regarding this request, please contact Committee on Homeland Security Democratic staff at (202) 226-2616 and Committee on Oversight and Government Reform Democratic staff at (202) 225-5051.

Thank you for your prompt attention to this matter.

Sincerely,



Bennie G. Thompson
Ranking Member
Committee on Homeland Security



Robert Garcia
Ranking Member
Committee on Oversight and Government Reform

cc: The Honorable Andrew Garbarino, Chairman
Committee on Homeland Security

⁵ Letter from Secretary Kristi Noem, Department of Homeland Security to Ranking Member Bennie Thompson, Committee on Homeland Security (May 12, 2025).

⁶ Catie Edmonson, *Coast Guard Buys Two Private Jets for Noem, Costing \$172 Million*, THE NEW YORK TIMES (Oct. 18, 2025), <https://www.nytimes.com/2025/10/18/us/politics/kristi-noem-dhs-gulfstream.html>.

The Honorable James Comer, Chairman
Committee on Oversight and Government Reform