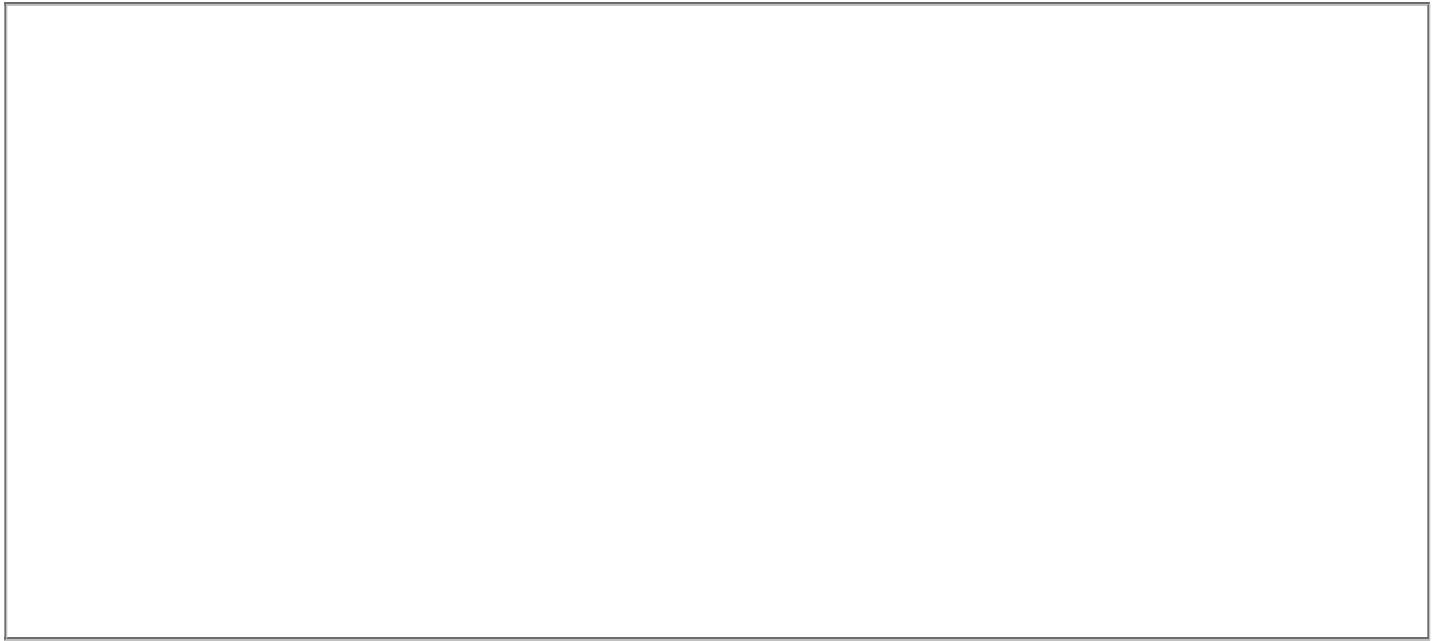




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"I grew up in New Jersey's Third District," he says on his [campaign website](#) [4]. "It's where I hit my first home run, earned my first paycheck and received an incredible public school education that helped me become a Rhodes Scholar, a national security advisor and a father of two trouble-making baby boys."

Cultivating a down-home boy image is an important strategy for Kim, a child of South Korean immigrants running in a largely white district. And it's been particularly crucial in the face of Republican opposition that has attempted to paint Kim as an out-of-touch outsider, drawing attention to the years he lived in Washington, D.C. and airing ads with less-than-subtle racial subtext.

One such [ad](#) [5], funded by the Republican super PAC Congressional Leadership Fund, ends with the tagline, "He's not one of us." More blatantly, the New Jersey Republican Party distributed campaign [mailers](#) [6] that read, "Something is real fishy about Andy Kim" — with text printed in a font called "Chop Suey." The flyer features an image of several dead fish displayed on ice.

In [an interview](#) [7] with the Philadelphia Enquirer, MacArthur has denied the racist nature of the ads, saying, "Now we're politicizing fonts? It's not a racist font, it's a font meant to stand out."

MacArthur called such criticism "race-baiting at its worst" and often brings up his two adoptive Asian American sons in his defense.

"Does he think he loves his Korean children more than I love mine?" he said, about Kim.

Kim, for his part, has focused his campaign on the issues of taxes and health care, both of which have been sources of controversy for MacArthur. The Republican representative received flack last year for being the only member of New Jersey's delegation to vote for the GOP's tax overhaul. The law has been a major issue among voters in New Jersey, where property taxes are high. According to the Tax Policy Center, the state has the highest percentage of households that will see a tax increase as a result of the new law.

MacArthur also received heavy criticism for his role in GOP efforts to repeal the Affordable Care Act. He authored an [amendment](#) [8] to the American Health Care Act which became the crucial last piece that allowed the bill to pass in the House last year. The amendment, which would have allowed states to apply for waivers in order to alter coverage for people with preexisting conditions, drew serious ire from some of MacArthur's constituents.

Following the vote, [footage](#) [9] circulated on cable news networks of angry New Jerseyans confronting MacArthur at an hours-long town hall meeting. One constituent, Geoff Ginter, went viral for his fiery, 12 minute rebuke against MacArthur.

"You have been the biggest single threat to my family in the whole world," said Ginter, ~~whose wife has~~ [whose wife has](#) ~~research~~ [research](#) K