
MEMORANDUM

TO: TRIBAL COUNCIL
FROM: MIKE SCANLON
SUBJECT: CAMPAIGN UPDATE
DATE: 3/17/2003

Per our original strategy with the Tribe, we wanted to provide this brief update regarding the most recent events in your compact renegotiation. We are currently in the mobilization stages of your campaign working not only in Sacramento, but also in the greater Palm Springs area to maintain the proper pressure on the Governor and his negotiating team. We are also preparing to use even more public tactics to further illustrate the position of the tribe and the public support it enjoys.

You will recall that the campaign we outlined for you last summer involved many stages by which we build a political army, determine the most effective message to achieve your objectives, and finally mobilize your supporters to ensure that the governor acts in a manner consistent with the tribe's position. Having built your political database and identified nearly 160,000 supporters, tested a number of messages using a series of polls we were ready to begin the most comprehensive portion of the campaign, mobilization.

The mobilization phase includes a number of tactics and tools that have and will be used to achieve our objectives, including the employee letter-writing campaign in January as well as direct mail, opinion-maker letters, advertising and of course, direct lobbying.

Sacramento

As you know, for the past several months, our team has been working in Sacramento to begin identifying key political strategies with Governor Davis. In addition, we put together a very powerful lobby team that is the face of our effort with the Governor, including former Congressman Richard Lehman. The lobby team is working directly with the governor's staff to construct the most effective strategies and positions while our political tactics will continue to demonstrate to the Governor that a correctly negotiated compact will have a direct impact on his public support.

Media

Over the course of the next several weeks, we will begin to place strategic advertisements in local newspapers and on local radio stations promoting the position of the Tribe as well as to thank the Governor for his willingness to renegotiate the compact. Currently, the Governor is facing his worst poll numbers since taking office, and we believe that an ad campaign targeted at thanking him in advance for negotiating a compact with the Agua Caliente Tribe will demonstrate our ability to work closely with his office and finally put this issue to bed. In addition, the ads will continue to stir the pot in Southern California and expand your already enormous base of support.

Once the media buys have begun, they will in turn generate a number of media inquiries and stories about your campaign. We will be forwarding to you and your staff, prepared statements for you to make to the media once the inquiries begin. Obviously, it will be important for the Tribe to express how important the compact negotiations are to job creation, education and the state's economy at large.

Again, I wish to simply bring you up to date on the most recent events in the mobilization portion of the campaign. Our direct lobbying efforts and political tactics that we have outlined for you over the past several months and above, have combined to put this process on a very successful path. All of our efforts will be directed at working directly with the Governor while at the same time, demonstrating to him that negotiating a compact that expands your operations will have a positive impact on the community, state and of course, public opinion of him.

Direct Mail Campaign

As you know, we have been waging a "citizens" letter writing campaign throughout the state of California. This component is necessary to show that the average voter is on the side of the tribe, and to show, in a tangible way that public opinion is behind the tribe's position.

The direct mail campaign has been a complete success. You will recall the glossy mailer that we designed and sent to the members of your political database was approved and mailed late last month. The results thus far have been astounding. We have recorded over 2400 responses and expect hundreds, if not thousands, more. The responses to this campaign have exceeded all expectations, and will have a dramatic effect on the Governor's negotiating team. It is critical for average voters in the state to weigh in on this issue as politicians care about only one thing - votes.

Attached to this fax are copies of a few of the responses we have gotten. As we continue to collect additional mailers, we will compile them and send them to you in a completed report. We expect to have the complete responses before the end of the month.

Grasstops Campaign

As we discussed, we feel that it is very important for the Governor to hear from influential members of your local community and from his political family. While actual voters who care enough to call or write on an issue are always very important in a campaign like this, it is equally valuable to mobilize opinion-makers from your region to write on your behalf. Obviously, these influential clergymen, business leaders and elected officials carry tremendous clout with the Governor as they often can deliver a constituency of their own. In addition, we are targeting members of the Governor's own political family. That is, individuals who contribute money or have a personal relationship with the Governor. When an elected official hears an opinion from members of his own "inner circle", he/she is far more apt to take notice and take action.

Attached, you will find copies of some of the letters that have been written on your behalf. We will continue to send copies of subsequent letters as they are returned to us as well as a final report after all of the letters that have been collected.