



CLIENT MEMO

TO: Al Yates, Colorado Democracy Alliance
FR: Dominic DeI Papa, IKON Public Affairs
RE: Preliminary Media Plan
DT: January 23, 2008
CC: Rachel Kaygi, CODA

NOTES & ASSUMPTIONS FOR PRELIMINARY PAID MEDIA PLAN

Creating a budget for such large scale projects without the benefit of specific plans or strategies as guides is a risky endeavor. The budget we submitted makes a whole series of “blue sky” assumptions that represent little more than our own thinking about what a successful 527 operation for the Presidential, US Senate and CD 4 elections might look like. That said, below are some notes that elaborate on the assumptions and strategies:

1. The overall approach was to provide two parts for each budget: a baseline and an “early option. For the CD 4, the baseline and early option are combined into a single budget.
2. The numbers presented reflect what we see as the ***minimal competitive investment*** needed to affect successful outcomes in each case cited.
3. The CD 4 budget is slightly more robust than the minimal competitive investment because we felt it advisable to project what a potentially winning budget would look like.
4. Almost all of the numbers are based on very rough projections and estimates about the future cost of media, using past data and our own experience as a guide. This is better than purely guessing, but not much. Media prices are highly volatile and we want to emphasize that the costs could change radically as the year unfolds.
5. All the budgets include the use of broadcast television. Many will argue that a better strategy for Colorado statewide 527s is to forego broadcast and operate on a purely targeted basis, i.e. targeting only swing voters and using means other than broadcast to reach them. We’re not opposed to this strategy. But choosing such direction would mean abandoning the most powerful medium available (broadcast) and confronting a variety of risks to success that ought to be thoroughly debated.