

zāta 3

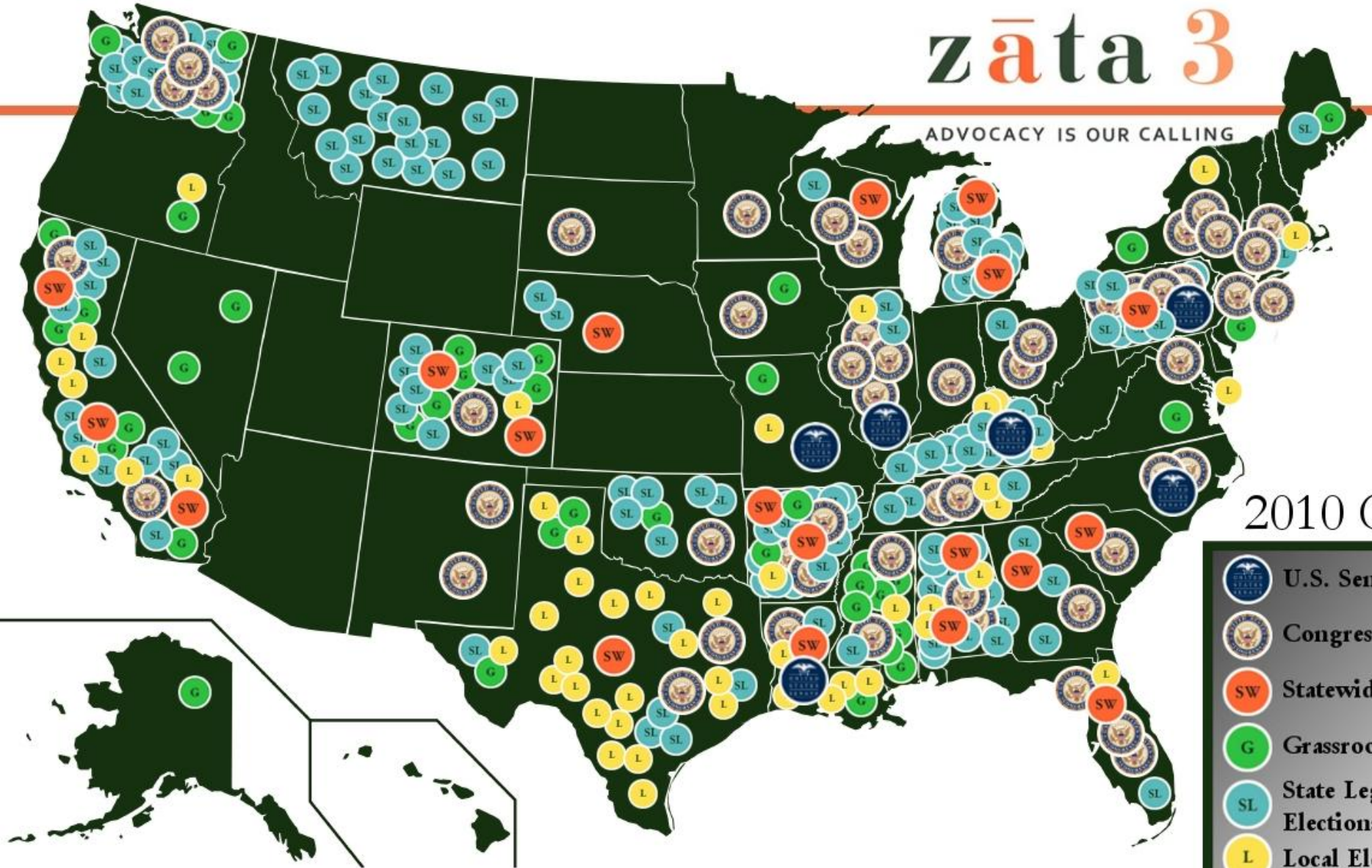
ADVOCACY IS OUR CALLING



- 376 Clients in 42 States in 2010
- Candidate campaigns, IEs, ballot measures, issue advocacy
- Clients include Obama, Clinton, Majority Leader Hoyer
- Most industry awards for three consecutive years

# zāta 3

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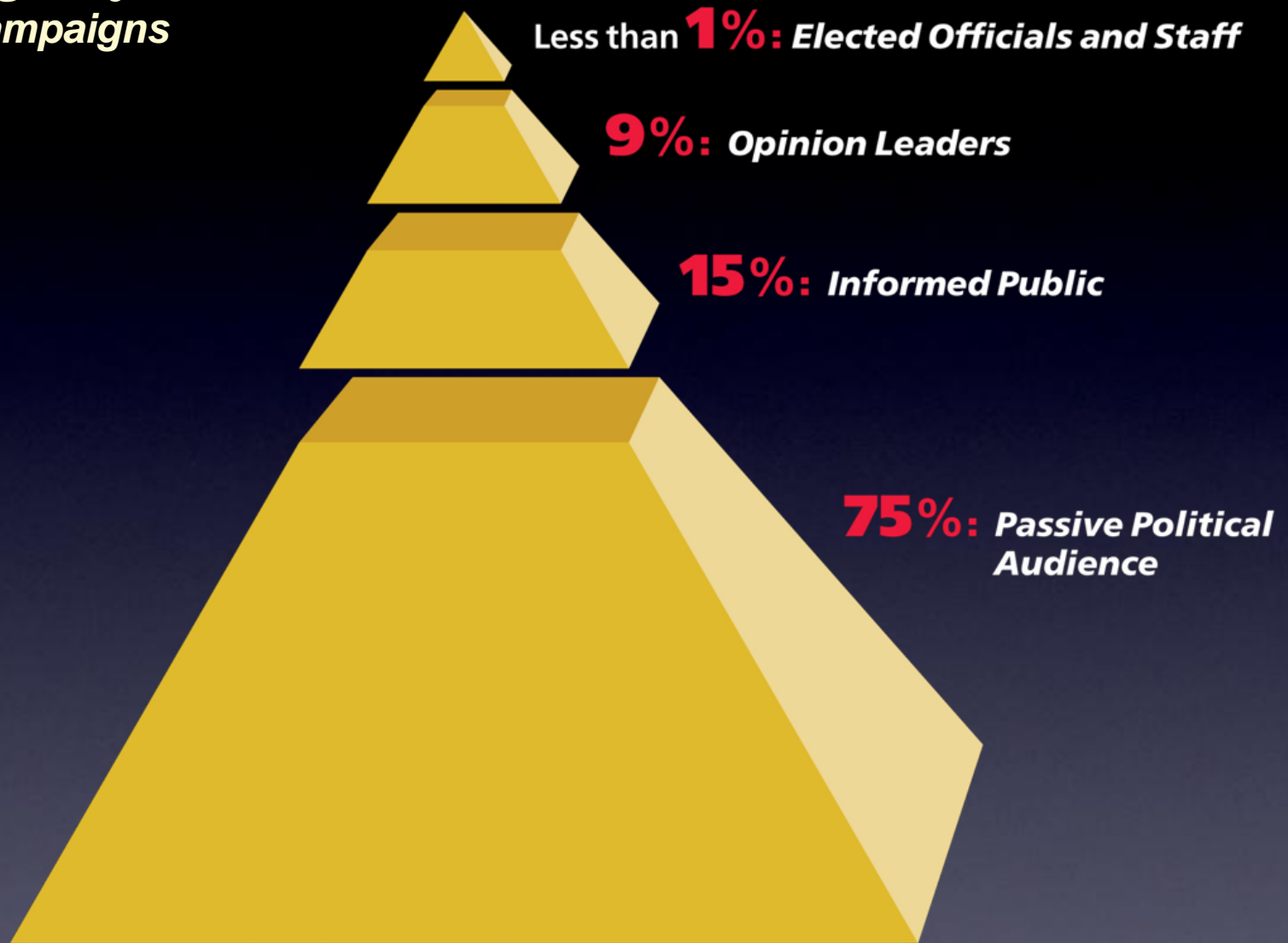
## 2010 Clients

-  U.S. Senate Races
-  Congressional Races
-  Statewide Elections
-  Grassroots Advocacy
-  State Legislative Elections
-  Local Elections

# ***Campaign Message Box***

<b>What we say about our candidate</b>	<b>What they say about our candidate</b>
<b>What we say about their candidate</b>	<b>What they say about their candidate</b>

# *The Message Pyramid for Political Campaigns*



## ***Macro Developments for Future Campaign Managers***

- Explosion in access to voter profiles
- Saturation of high-speed internet access
- Sharp increase in IE spending
- Increased use of behavioral science in GOTV efforts



# ***Data Explosion: Micro- and Nanotargeting***

- Broadcast/cable targeting models
- Online targeting tools

# ***High-Speed Internet Saturation***

- Left/Right online parity
- Free flow of political capital
- Information clearinghouses

# ***Behavioral Science in Campaigning***

- Direct mail
- Canvassing
- GOTV phones



## ***2010 Impact of Citizens United Decision***

- How the money was used
- Where the IE spending made a difference

# *Emerging Theory*

- All politics is NOT local?