



THE DEFEAT OF BARACK HUSSEIN OBAMA

The Ricketts Plan to End His Spending for Good

May 10, 2012
Chicago, Illinois



STRATEGIC PERCEPTION INC.
HOLLYWOOD WASHINGTON, DC AUSTIN TULSA

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Joe Ricketts said it himself...

***"If the nation had seen
that ad, they'd never have elected
Barack Obama."***

Our plan is to do exactly what John McCain would not let us do.

Show the world how Barack Obama's opinions of America and the world were formed. And, why the influence of that misguided mentor and our president's formative years among left wing intellectuals has brought our country to its knees.

The world is about to see Jeremiah Wright and understand his influence on Barack Obama for the first time in a big, attention-arresting way. He will draw the attention.

He is truly the elephant in the room.



Strategy.

The Child Is Father to the Man.

What we learn in our formative years, guides our actions as adults.

In the words of Jeremiah Wright, “The chickens have come home to roost.”

It’s hard to blame voters for being swept off their feet by Barack Obama in 2008: he was a handsome, charismatic figure with sweeping oratory, a pledge to rise above partisanship and a press corps that exceeded its traditional liberal bent in glancing over his staunchly ideological background. Plus, it made Americans, justifiably in many ways, proud to have an African American as president.

On top of that, he was running against a crusty old politician who often seemed confused, burdened with a campaign just as confused, a country tired of W. Bush and growing weary of wars in Iraq and Afghanistan.

As a final stroke of inevitability, the bottom fell out of the financial world a month before the election, while Obama enjoyed the greatest spending disparity in the history of modern politics, outspending McCain more than ten-to-one in most key swing states.

That was then.



But, my, my, my.

***Now, the chickens have
come home to roost.***

The metrosexual black Abe Lincoln has emerged as a hyper-partisan, hyper-liberal, elitist politician with more than a bit of the trimmer in him.

He's not only unable to command our country's greatest concern, the economy, but he also finds himself sputtering in foreign affairs, engaged in bumbling, crude attempts to inject social issues and class warfare into this election and utterly unable to make a positive case for why he should be president.

Yet, we still "like" him.

This crumbling of the Obama phenomenon, properly exploited and explained, should have a devastating impact on the elusive independent, who doesn't pay all that close of attention but knows things are bad and feels they could get a whole lot worse.

But, they still "like" him.

Rather than being part of the general landscape of harsh punching and counterpunching on the issues driving that day's news, we recommend reaching into this independent's gut to dramatically reconfirm and increase the unease he has over Obama's incompetence, his inability to focus on the problem at hand and his overtly political forays that make him look like he's got something to hide.

They still aren't ready to hate this president, but they're definitely open to the concept that someone else (perhaps even Romney) could do a better job.

How to inflame their questions on his character and competency, while allowing themselves to still somewhat "like" the man becomes the challenge.

The solution is to explain how forces out of Obama's control, that shaped the man, have made him completely the wrong choice as president in these days and times.

What happened in Barack Obama's formative years to make it simply impossible for him to perform the duties of president in an accomplished and positive manner?



Enter the Reverend Wright.

While much of America knows of Reverend Wright, the good Reverend and his inflammatory influence have never been packaged in the proper attention-arresting way with sufficient resources to truly drill it into America's consciousness.

WHY has Barack Obama failed in his presidency? Perhaps it's not the fault of the man who's trying but flailing, but instead the misguided influences of his formative years that have made him this way.

It's okay to buy Obama's books when he's out of office, okay to watch him on Oprah, but not okay to re-elect him president.

Prepare for a great deal of howling and gnashing of teeth from all of the usual suspects and some of their weak-kneed Republican co-conspirators. Obama for sure will play the race card, as will the liberal press.

That gives us enormous free airtime and we will prevail provided our response is locked, loaded and ready.

It's a phenomenally powerful argument that's never been properly exploited. It dramatically extends the reach of \$10 million, and should be a key, visible ingredient leading to the defeat of Barack Obama.



Tactics. The Path to Demise.

THE PLAN. AN OVERVIEW.

With a goal of incurring maximum attention in a limited amount of time with a finite budget, we recommend hitting Barack right between the eyes. A five-minute unusually unique film bringing his tutorship beneath Reverend Wright and others right to the forefront of popular discourse. A film that explodes on the world at just the right time, through national media and broadcast, with a condensed two-week introduction, just when the presidential election truly begins.

Every word, every visual of the film designed to be dramatically different from any existing political communication.

And, what better place, or better time, to kick that off than at the opening of the Democratic National Convention in Charlotte.

We start by raising an eyebrow. Teasers, hints of dark clouds to come. Buying print space, newspaper ads, kiosks in the airport, around the convention and in the skies overhead.

Then, at the magic moment, a barrage of one-minute mini-versions of the film on Charlotte television. Right in the lap of the gathered national press corp. Plus, a related major Internet advertising campaign. And, an Internet-based press conference streamed live to America, with special attention paid to the press gathered in Charlotte for the convention.

All aimed at pushing voters to a website to view the full five-minute film, where we will capture, of course, their data. That website will become a repository of collected stories from the formative years of Barack Obama. The many reasons he is the wrong man for the times.

Once the convention has been jolted, we expand the television flight nationally and into the political center of DC. There will be both one-minute and thirty-second television ads based on the film, guiding viewers to see the full film and more detailed information to be found on the website.

Plus, two weeks of intensive national media tours with our spokesmen, op-eds and more.

A shocking message, the perfect radical messenger to attract attention, heavy press, two solid weeks of national television, heavy social media and a long-lasting web presence to run through the election.

And, that is how the demise begins.

NOMENCLATURE.

We understand the desire for the parent organization to remain as Ending Spending. Not a problem.

But for the purpose of thematics, we recommend that the name utilized on materials be changed to some variation of: Character Matters PAC.

We have reserved these sites:

CharacterMattersPAC.com, .org and .net.



The Film. In Detail.

The initial script follows, which has not been through the focus group process yet. There will be very little stock footage in the film, other than shots of Obama. All will be shot in hi-definition by SPI's crew, directed by Fred Davis and will include custom music, etc., including a final step giving the end product a film-like appearance. The face-replacement technology utilized involving the placement of Barack Obama's computer-generated face on the filmed body of a similarly-sized actor is relatively new, not inexpensive, but we feel it will be one of several elements that will insure your film is not mistaken for a typical, political "video." This is much closer in scale and quality to your theatrical productions.

While the potential narrator is listed as Jon Voight, perhaps there is someone in the Ricketts film world who would be appropriate? In particular, we should at least discuss this narrator being an African American.

For this to start a vital national conversation, this must be a spectacular short film.

ENDING SPENDING
FIVE-MINUTE FILM
"NEXT"
578 WORDS

Video

An elegant, visual feast. To stand out from "web videos," this will be shot with high-end HD cameras, cinematic. The opening shot doesn't look remotely political. It is a simple background with the top third an ECU of an egg, very softly lit.



Audio

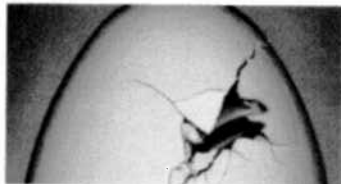
SFX: CUSTOM SCORE UP

CALM MALE VO (JON VOIGHT?):

We thought this was the answer.

(LONG PAUSE)

Egg cracks. Live film, not computer generated. Beak, then head of the chick pops out.



Fresh. New. Invigorating.

Chick has now shed most of the eggshell.



He told us HE was the one we'd been waiting for.

A baby chick starts to walk, waddling back and forth, then looks right at camera.



But in our joy, our elation, our national pride; did we overlook any troubling signs?

Cut to footage of Reverend Wright, winding up into a frenzy. The music is calm, the VO voice is calm, but in this visual a storm is brewing. No audio from footage yet. EXISTING STOCK.



His spiritual mentor for decades? The Reverend Jeremiah Wright. The pastor who married Barack Obama to Michelle. The inspiration for Obama's book, "The Audacity of Hope." The inspiration for Obama's campaign. His life.

Same footage, now we HEAR the good Reverend.



REVEREND WRIGHT:

"Not God BLESS America, God DAMN America!"

Repeats.



Not God BLESS America, God DAMN America!"

Slow push into a once-again-silent Reverend Wright, but his on-screen antics continue, now in slow motion.



VO:

How did we overlook that? So fundamental. Week after week, year after year, he heard the hatred. He was taught for years that America WAS the problem, so how could he ever believe that America could be the solution?

Footage or movement on still of a youthful BO.



SFX: AUDIO CHANGE

VO:

He had no experience.

Sudden cut to the enormous crowd cheering him in Germany. EXISTING STOCK.



SFX: INSTANT BLAST OF CROWD ROARING

VO:

But, he gave us hope.

Sudden cut to another massive crowd. EXISTING STOCK.



SFX: THIS CROWD ROARS EVEN LOUDER

VO:

He promised change.

Instant cut to ECU of the face of a hauntingly unemployed American.



SFX: CROWD ROAR INSTANTLY STOPS. PIN-DROP SILENCE.

QUIET VO:

But, it damn sure wasn't the change we expected.

Footage of BO looking slick and cocky. EXISTING STOCK.



Millions unemployed, yet he rolled the dice on a risky stimulus.

Dolly down ECU of several haunted faces.



The result? Millions more lost their jobs.

BO at press conference. EXISTING STOCK.



BO:

"Shovel ready was not, as shovel ready as we expected."

ECU, another haunted American. Ideally, all the MOS will be shot ECU, but in a variety of cities across the country, just enough background showing to imply a nationwide, common feeling.



UNHAPPY MAN ON STREET:

Oooops.

Medium shot directly into a beautiful little home on a beautiful little street. A proud, struggling family is in the front yard, looking directly into the camera.



VO:

Millions watched as their homes slipped into foreclosure. We wanted jobs and a home, President Obama gave us government run healthcare instead.

BO enters from the left, rapidly pushing a gurney down the sidewalk in front of the home. As he passes camera, he looks to us and gives "that grin." Family's eyes follow him with disgust, as he exits screen right.



ECU new MOS.



WOMAN ON STREET:

What was he thinking?

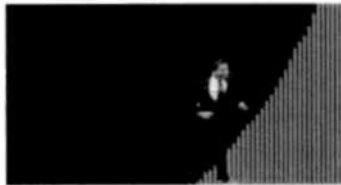
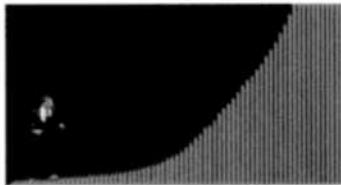
ECU new MOS.



MAN ON STREET:

Wasn't what WE were thinking.

Combination of 3D graphic chart, and BO climbing up the bars. First view is the long slow accumulation of 204 years of debt. BO strolls across that. Then the bar leaps skyward with his presidency, and he leaps to land on the new level. That is repeated three times. A bit of an homage to Al Gore's "Inconvenient Truth" chart that grows off the screen.



VO:

But, this president did set one record. While it took two hundred and four years to accumulate America's first trillion in debt, President Obama managed to add more than a trillion EACH YEAR he's been in office.

ECU new MOS.



MAN ON STREET:

The debt that took two centuries to build, he did in 365 DAYS?

ECU new MOS.



WOMAN ON STREET:

That's HIS debt. He can't blame anyone else for that.

Elements from two EXISTING STOCK videos of BO bowing to foreign heads of state.



VO:

How can our president stand up for America when he's bowing, begging, kneeling and apologizing for America?

ECU senior citizen veteran MOS.



MAN ON STREET:

That's not what I fought for.

BO with Russian. EXISTING STOCK.



VO:

Gets caught red handed caving to the Russians.

Continues.

BO:

"This is my last election. After my election I have more flexibility."

MEDVEDEV:

"I understand. I will transmit this information to Vladimir."

ECU new MOS.



MAN ON STREET:

That's beyond disturbing.

ECU new MOS.



SFX: MAJOR MUSIC CHANGE

MAN ON STREET:

I think I knew, we all knew, he didn't have any experience. But we thought he'd grow into the job.

ECU new MOS.



WOMAN ON STREET:

So many presidents have.

ECU new MOS.



MAN ON STREET:

We were dangerously wrong.

A husband and wife in their simple kitchen, pouring over a stack of bills they will never be able to pay. Camera dollies past them to show BO sitting at the table, too, then he bows his head in shame.



VO:

He wasn't brave when we needed strength.

Man shutting up his business. Closed, forever. In the glass window of the business we dolly to reveal the reflection of BO, shaking his head and walking away, hands stuffed into his pockets.



Wasn't creative when we needed imaginative solutions.

Cut back to the house, family gone, BO now pushes the gurney back by the house right to left.



Never really grasped or understood the problems.

BO walks the famed walk from the Oval Office to the residence, colonnades on the left. It is at first a cocky, self-assured walk. As he walks toward us, however, the cockiness lessens and he literally gets shorter and shorter, ending up just 2-3 feet tall as he walks past camera on the left.



Chosen to lead but blinded by the arrogance of a presumed mandate.

A chance to rebuild lost, as ideology blocked priority.

Finding the angle eclipsed accomplishment.

He pledged to unite, then attacked and inflamed.

He offered us hope, then hopelessly spent.

Pushing our children and grandchildren into a bottomless pit of debt.

He compulsively bowed and apologized to foreign leaders, yet angry enemies linger.

Entire neighborhoods abandoned, millions languish in the agony of unemployment, our world is financially fragile and wracked with hate-filled passions.

Cut to EXISTING STOCK, or new shot of 20 outrageously excited, Obama sign waving people crammed together, looking upward toward the camera, elated with joy beyond belief.



SFX: MAJOR MUSIC CHANGE THROUGH END

VO:

He brought us hope ...

Sudden cut to a once proud man literally on his knees in shame, no clue where to turn next.



... then brought us to our knees.

Wide, slow push in on the EXISTING STOCK shot of BO and Reverend Wright arm in arm. Never pushes in too far.



There's simply a fundamental difference between his view of America and ours.

BO leads a long group of supporters, walking in a straight line behind him. Blindly. Like sheep.



Should we have known? So many of us trusted him, believed in him. Should we have known? Should we have known? Perhaps there is no more important question.

Slow move on the smoldering remains of the World Trade Center towers. EXISTING STOCK, 2D move.



Should we have known when we learned his mentor blamed America for the 9/11 attacks from his pulpit, the Sunday right after the planes hit?

EXISTING STOCK video of the Reverend.



REVEREND WRIGHT:

“Now we’re indignant cause the stuff we’ve done overseas is now brought right back to our own front yards. America’s chickens have come home to roost.”

Dissolve in and out of shot, as in the beginning, of the young chick walking around aimlessly.



VO:

Perhaps we should have known.

For that’s all he’d ever known.

Continuation of simple, slow push on EXISTING STOCK still of BO and the Reverend, arm in arm, smiling to camera. Now tighter and pushes into the grain of BO’s head.



For character matters.

Simple slow push on EXISTING STOCK still from Russian video, of the two having their “secret” conversation.



Especially when you think no one’s listening.

Soccer mom, hopeless and lost, in utter despair.



WOMAN ON STREET:

Oh God, what would he do next?

Graphic up and out over simple black screen:

Seldom in life do we have a second chance to make the right decision.



SFX: SCORE BEGINS TO FADE THROUGH END

VO:

Character Matters PAC is responsible for the content of this advertising.

Graphic up and hold:

This time, we do.



Graphic up and hold:

CharacterMattersPAC.com

This graphic must be up four seconds, 4% of vertical screen height when letterboxed for standard definition, and run through end of spot:

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Advertising.

The purpose of the advertising is to drive viewers and the press to see the full film. To inflame opinion. Arouse intense interest. Begin a national dialogue.

In print we have two themes, one using the Reverend Wright as bait to catch the viewer and a milder version using one of the Reverend's most iconic lines.



On television, both national and strategically placed spot buys will utilize elements of the film to draw attention to the full film.

The following four scripts will be produced to run in the compacted two-week period following the film's introduction at the convention.

ENDING SPENDING
:60 TV COMMERCIAL
ES12-102T-60"ROOST 60"
129 WORDS

Video	Audio
An elegant, visual feast. To stand out from "web videos," will be shot with high-end HD cameras, cinematic. The opening shot doesn't look remotely political. It is a simple background with the top third an ECU of an egg, very softly lit.	<p>SFX: CUSTOM SCORE UP</p> <p>CALM MALE VO (JON VOIGHT?):</p> <p>We thought this was the answer.</p> <p>(LONG PAUSE)</p>
Egg cracks. Live film, not computer generated. Beak, then head of the chick pops out.	Fresh. New. Invigorating.
Chick has now shed most of the eggshell.	He told us HE was the one we'd been waiting for.
A baby chick starts to walk, waddling back and forth, then looks right at camera.	But in our joy, our elation, our national pride, did we overlook any troubling signs?
Cut to footage of Reverend Wright, winding up into a frenzy. The music is calm, the VO voice is calm, but in this visual a storm is brewing. No audio from footage yet. EXISTING STOCK.	His spiritual mentor for decades? The Reverend Jeremiah Wright. The inspiration for Obama's book, "The Audacity of Hope." The inspiration for Obama's life.
Same footage, now we HEAR the good Reverend.	<p>REVEREND WRIGHT:</p> <p>"Not God BLESS America, God DAMN America!"</p>
Repeats.	"Not God BLESS America, God DAMN America!"

Slow push into a once-again-silent Reverend Wright, but his on-screen antics continue, now in slow motion.

SFX: MUSIC CHANGE

VO:

How did we overlook that? So fundamental. Week after week, year after year, he heard that America was the problem, so how could he ever believe America could be the solution?

Push in continues.

Graphic up over:

CharacterMattersPAC.com

Know how his worldview was shaped, and you'll know what has gone so terribly wrong.

This graphic must be up four seconds, 4% of vertical screen height when letterboxed for standard definition, and run through end of spot:

VO 2:

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ENDING SPENDING
 :30 TV COMMERCIAL
 ES12-104T "ROOST"
 60 WORDS

Video	Audio
EXISTING stock of a proud BO and adoring millions.	SFX: CUSTOM SCORE UP CALM MALE VO (JON VOIGHT?): We thought he was the answer.
Cut to a baby chick starting to walk, waddling back and forth and then looking right at camera.	But, did we overlook any troubling signs?
Cut to footage of Reverend Wright, winding up into a frenzy. The music is calm, the VO voice is calm, but in this visual a storm is brewing. No audio from footage yet. EXISTING STOCK.	His spiritual mentor for decades? The Reverend Jeremiah Wright.
Same footage, now we HEAR the good Reverend.	REVEREND WRIGHT: "Not God BLESS America, God DAMN America!"
Slow push into a once-again-silent Reverend Wright, but his on-screen antics continue, now in slow motion.	SFX: MUSIC CHANGE VO: How did we overlook <u>that</u> ?
Push in continues. Graphic up over: CharacterMattersPAC.com	Know how Obama's worldview was shaped, and you'll know what has gone so terribly wrong.

.....
This graphic must be up four seconds, 4% of vertical screen height when letterboxed for standard definition, and run through end of spot:

**Paid for by Character Matters PAC.
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.....
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ENDING SPENDING
 :60 TV COMMERCIAL
 ES12-103T-60 "KNEES 60"
 123 WORDS

Video	Audio
Footage or movement on still of a youthful BO.	SFX: CUSTOM SCORE UP CALM MALE VO (JON VOIGHT?): The audacity to run, yet not a lick of relevant experience.
Footage of BO looking slick and cocky. EXISTING STOCK.	Millions unemployed, yet he rolled the dice on a risky stimulus.
Dolly down ECU of several haunted faces.	Millions more lost their jobs.
BO at press conference. EXISTING STOCK.	BO: "Shovel ready was not, as shovel ready as we expected."
Medium shot directly into a beautiful little home on a beautiful little street. A proud, struggling family is in the front yard, looking directly into the camera. BO enters from the left, rapidly pushing a gurney down the sidewalk in front of the home. As he passes camera, he looks to us and gives "that grin." Family's eyes follow him with disgust, as he exits screen right.	VO: We wanted jobs and a home, President Obama gave us government run healthcare instead.
Moves on stills of BO and Reverend Wright.	What gave him such audacity? Perhaps the words of his mentor, Reverend Jeremiah Wright. Preaching each Sunday for more than 20 years.

Existing STOCK of Reverend Wright.

REVEREND WRIGHT:

"Not God bless America, God DAMN America!"

Repeats.

"Not God bless America, God DAMN America!"

One memorable face of a lost American. In the background on the ground are the remnants of a once robust Obama rally.

SFX: MUSIC CHANGE

VO:

Barack Obama's fault for listening? Or our fault for overlooking?

Push in continues.

Graphic up over:

CharacterMattersPAC.com

Know how Obama's worldview was shaped, and you'll know what has gone so terribly wrong.

This graphic must be up four seconds, 4% of vertical screen height when letterboxed for standard definition, and run through end of spot:

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ENDING SPENDING
:30 TV COMMERCIAL
ES12-105T "KNEES"
61 WORDS

Video	Audio
<p>Medium shot directly into a beautiful little home on a beautiful little street. A proud, struggling family is in the front yard, looking directly into the camera. BO enters from the left, rapidly pushing a gurney down the sidewalk in front of the home. As he passes camera, he looks to us and gives "that grin." Family's eyes follow him with disgust, as he exits screen right.</p>	<p>SFX: CUSTOM SCORE UP</p> <p>CALM MALE VO (JON VOIGHT?):</p> <p>We wanted jobs and a home. President Obama gave us government run healthcare instead.</p>
<p>Moves on stills of BO and Reverend Wright.</p>	<p>What gave him such audacity? Perhaps the words of his mentor, Reverend Jeremiah Wright.</p>
<p>Existing STOCK of Reverend Wright.</p>	<p>REVEREND WRIGHT:</p> <p>"Not God bless America, God DAMN America!"</p>
<p>Push in continues.</p> <p>Graphic up over:</p> <p>CharacterMattersPAC.com</p>	<p>VO:</p> <p>Know how Obama's worldview was shaped, and you'll know what has gone so terribly wrong.</p>
<p>This graphic must be up four seconds, 4% of vertical screen height when letterboxed for standard definition, and run through end of spot:</p> <p>Paid for by Character Matters PAC. www.CharacterMattersPAC.com Not authorized by any candidate or candidate's committee.</p>	<p>VO 2:</p> <p>Character Matters PAC is responsible for the content of this advertising.</p>

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Fending Off Racism.

The instant response liberals give to any attack is to deem the attack as racist. In the case involving an African American president, even more so.

We have two ways to help mitigate that potential. First, include an extremely literate, conservative African American in our spokesman group. Our recommendation is Larry Elder, a prominent ABC talk radio host in California. We have discussed our approach with him in confidence and he immediately understood and “got it.” Larry was considered a potential U.S. Senate candidate in California during the last cycle.

Mr. Elder will be in addition to Joe Ricketts, Brian Baker and any other members of your group who would like to help spread the message. We have also had very tentative talks with a group of African American business leaders who could get substantially behind this effort. We will continue those talks only after concept approval.

The second way we will lessen their ability to attack from a racist angle is to carefully utilize a series of focus groups. First on the storyboards, then on a rough cut of the final film, making fine-tuning adjustments in wording and visuals to increase the impact, while lessening any elements that could reasonably be deemed “racist.”

Whit Ayers and his team are poised to begin this process upon your approval.

Social Media.

The print and electronic ads and the full film point the press and the viewer in one direction: to a powerful, detailed, comprehensive website on the subject of Barack Obama and his influences in his formative years, including the Reverend Jeremiah Wright. That work will begin immediately upon approval of concept.

We plan to introduce the film with a live press conference in Charlotte, moderated by Larry Elder, and streamed live across all electronic platforms to America. Great use will be made of Twitter, so the message explodes virally nearly overnight.

An important additional part of the promotional side of this campaign will be a highly targeted, properly designed online advertising campaign. This is a critical component for amplifying the reach of the broadcast television campaign and helping ensure that the video goes viral.

For this online campaign, we will build a microsite to house the full version of the video. The microsite will be a central hub for viewing the video with robust options for sharing the video on all major social networks and other platforms. Directing viewers to a targeted site like this will maximize our digital impact by limiting the user's options (watch, share and email to friends) and focusing their attention on branding of the video.

We will place a “like” button with video tags prominently below the video on the microsite so that site visitors will be compelled to click it. This will place the video in the newsfeed of the friends of people who click the button. We can then use Facebook’s “domain like sponsored stories” advertising to amplify the video to targeted friends of people who have “liked” it. This is an important step in helping the video go viral.

In addition to the Facebook advertising described above, we will use a multi-channel approach to build video views and interest in this video, including advertising on digital platforms such as Google, YouTube, Twitter, Bing and more. Most of the online campaign will focus on promoting the video within YouTube to obtain low cost views through pre-roll, promoted videos, mobile video and their TrueView ad option. Other elements may include display and search advertising, promoted Tweets via Twitter and other avenues, dependent upon budget. These ads can be targeted by geography, demographics, behavior or all of the above. After concept approval, and as the team defines our audience, we will use precise targeting and re-targeting to deliver the message to the right people.

Your Recommended Team of Pirates.

With your preliminary approval at the New York meeting, we have discussed this plan in highly confidential terms with the following proposed team members. All are ready to jump into action upon plan approval.

Team Lead:

Strategic Perception Inc., Fred Davis

Strategy and Grassroots:

Strategic Perception Inc., Bill Kenyon

Earned Media:

Strategic Perception Inc., Brian Nick

Polling:

North Star Opinion Research, Whit Ayres

Social Media/Web:

Campaign Solutions, Becki Donatelli

Media Buyer:

Smart Media Group, Kyle Roberts

External Spokesman:

Larry Elder

Budget.

We were given a budget of \$ 10 million dollars. And, as promised, have delivered a program that will be highly visible for that \$ 10 million dollars. All monthly fees are based on a six-month term, May through October 2012. The only major area where we see any potential for budget increase, and only if desired, is in the length of the media buy. If expanded beyond the two-week introduction, we would recommend a new set of ads, also pulled from the film.

ELEMENTS:

Strategic Perception Inc.

\$ 30,000/month and 4% of the gross media buy for project management, earned media and grassroots management, all creative management including directing of the film and television commercials.

Strategic Perception Inc., and various production vendors

Five-minute film and various television commercials to be pulled from the film. Turnkey, all pre-production, production and post production. Assume \$450,000. Actuals to be detailed and approved in advance once scripts are finalized.

North Star Opinion Research

\$15,000/month for strategic consulting, plus six focus groups, totaling \$50,000, including travel.

Smart Media Group

All media research, buying and reconciliation, 3.5% of gross media dollars.

Campaign Solutions

Internet/Web plan. Additional costs over those currently being incurred by Ending Spending, \$500,000.

External Spokesman

Larry Elder, \$25,000, based on initial assumption of two weeks of extensive work.

Operational Contingency

\$252,150.

Media Budget

\$8,402,850.

Live-streamed press kickoff from Charlotte

\$50,000.

Character Matters PAC Budget

We were given a budget of \$10 million dollars. And, as promised, have delivered a program that will be highly visible for that \$10 million dollars. All monthly fees are based on a six-month term, May through October 2012. The only major area where we see any potential for budget increase, and only if desired, is in the length of the media buy. If expanded beyond the two-week introduction, we would recommend a new set of ads, also pulled from the film.

Responsible Party	Element	Budget Monthly		Total
Strategic Perception Inc.	Management, earned media and grassroots. Creative, including film and TV commercials directing, staff of five account specialists, plus 4% of media buy	30,000	x six months	180,000
	Turn-key production and post production of 5-min film and various TV spots - :30 and :60	450,000		450,000
	Live-streamed press kickoff event from Charlotte			50,000
North Star Opinion Research	Polling research, strategic consulting	15,000	x six months	90,000
	Six focus groups for film and TV spots, including expenses and travel			50,000
Smart Media Group	Media research, planning, buying and post campaign reconciliation, 3.5% of media buy			
	Media, TV, radio, outdoor and print			8,402,850
Campaign Solutions	Internet/Web campaign (separate from current dealings)	500,000		500,000
Larry Elder	Spokesperson, external	12,500	x two weeks	25,000
	Operational contingency	250,000		252,150
Total Budget				10,000,000

Media Buy.

Smart Media Group has prepared this initial look at how we could best spend our media dollars. A comprehensive full plan will be prepared upon concept approval.

Undisclosed DNC Issue Group
\$8.4 Million Media Plan
 Markets: National, DC & Charlotte, NC



PROPOSED FLIGHT DATES: September 3rd - September 16th
 DEMO: Independent voters who will vote in the general election and national presidential press

Print	September		Total Insertions	Cost		
	9/3	9/16				
Publications	Description	Details	Insertions	Insertions	Total Insertions	Cost
Politico/Charlotte Observer Special Edition	Full Page Four Color	Available at local Starbucks and key locations inside and outside of the secure convention perimeter	3		3	\$52,950
Roll Call - Convention Edition	Full Page Four Color	Delivered to hotel rooms each morning	3		3	\$29,700
The Hill - Convention Edition	Full Page Four Color	Delivered to every delegate's hotel, designated public spaces where events will be held and the DNC host committee offices	3		3	\$31,800
CQ Weekly - Convention Edition	Full Page Four Color	Inserted into Welcome Bags at the Convention	1		1	\$12,000
<i>*Dates subject to publishing date availability</i>						
TOTAL PRINT			\$43,800	\$0		\$128,450

Outdoor	Description	Cost	# of Weeks	Cost
Market: Charlotte Metro				
Airport Counter Screens	16 screens with spots running 4x in 12 min loop	\$1,700	1	\$1,700
Aerial Banners up to 8500 square feet	To fly over the convention site on 9/3 from 2p-6p	\$20,200	4 hours/day	\$20,200
<i>*Dates subject to publishing date availability</i>				
TOTAL OUTDOOR				\$21,900

Network	WEEKLY IMP (000)	Spot Length	Q3 2012 Cost Per Spot	Spots	Spots	Spots	Cost
NBC - Meet The Press	0	:30	\$72,000	0	0	0	\$0
CBS - Face The Nation	2,930	:60	\$144,000	1	1	2	\$288,000
History (8p-12p)	2,350	:30	\$55,000	0	0	0	\$0
Discovery (8p-12p)	5,400	:60	\$110,000	1	1	2	\$220,000
Weather Channel (8p-12p)	5,400	:30	\$12,750	6	6	12	\$153,000
TNT (8p-12p)	6,450	:60	\$25,500	11	11	22	\$561,000
FXNC - Fox & Friends (M-F 6-9A)	6,450	:30	\$10,500	6	6	12	\$126,000
CNN - Anderson Cooper	6,450	:60	\$21,000	10	10	20	\$420,000
	2,250	:30	\$4,500	5	5	10	\$45,000
	2,250	:60	\$9,000	10	10	20	\$180,000
	11,250	:30	\$21,500	6	6	12	\$258,000
	11,250	:60	\$43,000	11	11	22	\$946,000
	3,300	:30	\$9,000	4	4	8	\$72,000
	3,300	:60	\$18,000	6	6	12	\$216,000
	9,000	:30	\$24,000	4	4	8	\$192,000
	6,750	:60	\$48,000	6	6	12	\$576,000
TOTAL NATIONAL NETWORK				\$2,126,500	\$2,126,500		\$4,253,000

Local Cable	Cable Pen%	Spot Length	Q3 2012 Cost Per Spot	Spots	Spots	Spots	Cost
Markets:							
Washington DC	80.7%	:30	\$1,800	150	0	150	\$270,000
Charlotte	66.7%	:30	\$3,600	300	0	300	\$1,080,000
		:60	\$801	150	0	150	\$120,150
		:60	\$1,602	300	0	300	\$480,600
TOTAL LOCAL CABLE				\$1,860,750	\$0		\$1,860,750

Local Broadcast	TV HH	Spot Length	Q3 2012 CPP	GRPs	GRPs	GRPs	Cost
Markets:							
Washington DC	2,389,710	:30	\$1,475	250	0	250	\$368,750
Charlotte - AM News Shows	1,166,180	:60	\$2,950	500	0	500	\$1,475,000
		:30	\$276	150	0	150	\$41,400
		:60	\$552	300	0	300	\$165,600
TOTAL LOCAL BROADCAST				\$2,090,750	\$0		\$2,090,750

\$6,226,500 \$2,126,500 TOTAL MEDIA \$8,402,850



Here chick, chick.