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Subject: Legislative Strategy Docs

Team,

Attached is the legislative strategy docs that were handed out and discussed briefly at the meeting. This strategy is based on the launching of a budget next week that the coalition would be able to support. We would like your input on the strategy as well as the targeted legislators who should be part of our outreach efforts. If you have any questions, please let us know.

Thanks,
Paul

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Dist.	Office	Name	address	phone	email	phone	phone 2
5	Senator	Sylvia Allen	1700 W. Washington St. Ste S. Phoenix 85007	602-926-5219	sallen@azleg.gov	602-926-5219	
5	Representative	Jack Brown	1700 W. Washington St. Ste H Phoenix 85007	602-926-4129	jbrown@azleg.gov	602-926-4129	(520) 337-4420
5	Representative	Bill Konopnicki	1700 W. Washington St. Ste H Phoenix 85007	602-926-5409	bkonopnicki@azleg.gov	602-926-5409	
6	Senator	Pamela Gorman	1700 W. Washington St. Ste S. Phoenix 85007	602-926-5248	pgorman@azleg.gov	602-926-5248	
6	Representative	Sam Crump	1700 W. Washington St. Ste H 117 Phoenix 85007	602-926-3014	scrump@azleg.gov	602-926-3014	623-640-9382
6	Representative	Carl Seel	1700 W. Washington St. Ste H Phoenix 85007	602-926-3018	cseel@azleg.gov	602-926-3018	
7	Senator	Jim Waring	1700 W. Washington St. Ste S. Phoenix 85007	602-926-4916	jwaring@azleg.gov	602-926-4916	
7	Representative	Ray Barnes	1700 W. Washington St. Ste H Phoenix 85007	602-926-5503	rbarnes@azleg.gov	602-926-5503	(602) 619-4003
7	Representative	Nancy Barto	1700 W. Washington St. Ste H Phoenix 85007	602-926-5766	nbarto@azleg.gov	602-926-5766	
8	Senator	Carolyn Allen	1700 W. Washington St. Ste S. Phoenix 85007	602-926-4480	callen@azleg.gov	602-926-4480	(480) 695-2628
8	Representative	John Kavanagh	1700 W. Washington St. Ste H Phoenix 85007	602-926-5170	jkavanagh@azleg.gov	602-926-5170	480 695 8561
8	Representative	Michelle Reagan	16038 Seminole Lane Fountain Hills 85268	602-926-4486	mreagan@azleg.gov	602-926-4486	(480) 443-7796
11	Senator	Barbara Leff	5235 N. Woodmese Fairway Scottsdale 85250	602-926-3016	adriggs@azleg.gov	602-926-3016	
11	Representative	Adam Driggs	8641 N. 55th Pl. Paradise Valley 85253	602-926-3037	adriggs@azleg.gov	602-926-3037	
11	Representative	Eric Meyer	4231E. Clarendon Ave. Phoenix 85018	602-926-5872	emeyer@azleg.gov	602-926-5872	
12	Senator	John Nelson	7765 N. Foothill Dr. South Paradise Valley 85253	602-926-5894	jnelson@azleg.gov	602-926-5894	602-803-7621
12	Representative	Jerry Welers	14044 W. Greentree Dr. Litchfield Park 85340	602-926-5955	jwelers@azleg.gov	602-926-5955	
12	Representative	Steve Montenegro	13313 W. Rovey Ave. Litchfield Park 85340	602-926-4485	smontenegro@azleg.gov	602-926-4485	
14	Senator	Debbie McCune Davis	2634 N. 20th Ave. Phoenix 85009	602-926-4485	dmcunedavis@azleg.gov	602-926-4485	
14	Representative	Robert Meza	2624 N. 22nd Ave. Phoenix 85009	602-926-3425	rmeza@azleg.gov	602-926-3425	(602) 421-1702
14	Representative	Chad Campbell	1333 N. 24th St. # 362 Phoenix 85008	602-926-5325	chcampbell@azleg.gov	602-926-5325	
15	Senator	Ken Cheuvront	3312 N. 11th Ave. Phoenix 85013	602-926-5829	kcheuvront@azleg.gov	602-926-5829	(602) 716-9845
15	Representative	Kyrsten Sinema	PO Box 27821 Tempe 85285	602-926-5058	ksinema@azleg.gov	602-926-5058	
15	Representative	Meg Burton Cahill	335 W. Windsor Ave. Phoenix 85003	602-926-4124	mcburtoncahill@azleg.gov	602-926-4124	
17	Representative	Ed Ablesser	1531 E. Cedar St. Tempe 85281	602-926-4118	eablesser@azleg.gov	602-926-4118	
17	Representative	David Schapira	3633 S. Hazelton Ln. Tempe 85282	602-926-9028	dschapira@azleg.gov	602-926-9028	
19	Senator	Chuck Gray	7461 E. Ivyglen St. Mesa 85207	602-926-5288	cgray@azleg.gov	602-926-5288	
19	Representative	Rich Crandall	PO Box 31990 Mesa 85275	602-926-3020	rtrandall@azleg.gov	602-926-3020	(602) 524-6425
19	Representative	Kirk Adams	8 Bullmoose Circle Chandler 85224	480 570 8873	kadam@azleg.gov	480 570 8873	
20	Senator	Rae Waters	4401 E. Sacaton St. Phoenix 85044	602-926-5261	rwaters@azleg.gov	602-926-5261	(480) 330-3215
20	Representative	John Huppenthal	4463 E. Desert View Phoenix 85044	602-926-5550	jhuppenthal@azleg.gov	602-926-5550	
20	Representative	Rae Waters	4401 E. Sacaton St. Phoenix 85044	602-926-4481	rwaters@azleg.gov	602-926-4481	(602) 961-2384
21	Senator	Jay Tibshraeny	2158 E. Teakwood Pl. Chandler 85249	602-926-5863	jtibshraeny@azleg.gov	602-926-5863	
21	Representative	Steve Yarbrough	1086 W. Armstrong Way Chandler 85248	602-926-5168	svarbrough@azleg.gov	602-926-5168	
21	Representative	Ward Nichols	16018 E. Twin Acres Dr. Gilbert 85297	602-926-5685	wnichols@azleg.gov	602-926-5685	
23	Senator	Rebecca Rios	PO Box 11 Apache Junction 85219	602-926-3012	rios@azleg.gov	602-926-3012	(602) 402-7560
23	Representative	Barbara McGuire	PO Box 613 Kearny 85237	602-926-5761	bmcguire@azleg.gov	602-926-5761	
23	Representative	Frank Pratt	425 E. Providence Dr. Casa Grande 85222	602-926-4328	fpratt@azleg.gov	602-926-4328	
26	Senator	Al Melvin	38665 S. Sand Crest Dr. Tucson 85739	602-926-3398	amelvin@azleg.gov	602-926-3398	
26	Representative	Nancy Young Wright	1005 W. Wilenson Dr. Oro Valley 85074	602-926-5839	nyoungwright@azleg.gov	602-926-5839	
26	Representative	Vic Williams	2749 W. Placita Mesa Alta Tucson 85742	602-926-4171	vwilliams@azleg.gov	602-926-4171	
27	Senator	Jorge Luis Garcia	3145 W. Morgan Dr. Tucson 85745	602-926-5835	lgarcia@azleg.gov	602-926-5835	
27	Representative	Olivia Cajero Bedford	PO Box 85477 Tucson 85754	602-926-3278	ocajero@azleg.gov	602-926-3278	
27	Representative	Phil Lopes	1421 N. Camino De Juan Tucson 85745	602-926-3235	plopes@azleg.gov	602-926-3235	
30	Senator	Jonathan Paton	9432 E. 5th St. Tucson 85710	602-926-3312	jpaton@azleg.gov	602-926-3312	
30	Representative	David Gowan	2027 Santa Theresa Dr. Sierra Vista 85635	602-926-5683	dgowan@azleg.gov	602-926-5683	
30	Representative	Frank Antenor	10595 E. Ravenswood St. Tucson 85747		fantenor@azleg.gov		

MEMORANDUM

TO: Building a Better Arizona 2012

FR: HighGround, Inc.

RE: Budget Support Strategy and Timeline

DT: May 26, 2009

This is a Strategy Timeline based on the rapid implementation of elements designed to create a concentrated and sustained effort to encourage legislative support for a balanced budget approach. The purpose of detailing the elements of the campaign plan is to provide you with a draft timeline, so we can coordinate the successful implementation of the plan. The strategy and messaging may change based on the shifting climate of the legislature.

The focus of this effort will be targeted at the following legislative districts: 5, 6, 7, 8, 9, 11, 12, 14, 15, 17, 19, 20, 21, 22, 23, 26, 27, and 30.

Week of June 1

- **Press Conference:** *Beginning June 3rd.* Press Conferences with Governor and Business leaders announce support for the budget in regional press conferences across the state.
- **Editorial Boards:** *Beginning June 3rd.* Coordinate with meeting with statewide editorial boards to coincide with press conferences.
- **Phone Call 1:** *Tentative Scheduled: June 4th.* Autodial phone call to targeted districts encouraging voters to learn more about the budget and contact their legislators.
- **Launch Website:** *Tentative Scheduled: June 5th.* Launch website with budget details and the ability to speak out and contact legislators.
- **Email Blast 1:** *Tentative Scheduled: June 5th.* Launch campaign with statewide blast encouraging them to visit website and contact legislators.
- **Newspaper Ad 1:** Encouraging voters to learn more about the budget and contact their legislators.

Week of June 8

- Launch Radio Commercial: *Beginning June 8th.* Supporting education and Arizona's ability to stay competitive in the global marketplace.
- Phone Call 2: *Tentative Scheduled: June 10th.* Live dial phone call to voters regarding education and giving them the opportunity to be turned directly over to their legislators.
- Email Blast 2: *Tentative Scheduled: June 10th.* Supporting education and Arizona's ability to stay competitive in the global marketplace.
- Postcard Mailing: *Tentative Scheduled: June 10th.* Supporting quality education.
- Newspaper Ad 2: Supporting education with testimonials from education leaders.
- Media Outreach: Set up talk-show interviews, television and other statewide media opportunities to broaden the message. Support the messaging effort through op-eds and letters to the editor.

Week of June 15

- Radio Commercial: Continue supporting education message or launch a final push message.
- Viral Message: *Tentative Scheduled: June 15th.* Web video touting interviews/messages from supporters and community leaders.
- Phone Call 3: *Tentative Scheduled: June 16th.* Final targeted push message thanking legislators or challenging them to support the budget.
- Email Blast 3: *Tentative Scheduled: June 17th.* Final targeted push message thanking legislators or challenging them to support the budget.
- Newspaper Ad 3: Final targeted push message thanking legislators or challenging them to support the budget.

This budget contains items that were previously approved as part of the Phase 1 outreach budget. The detail listed here is for all remaining expenditures to continue public outreach while implementing the new strategies outlined above.

Budget

Radio Buy	\$75,000
Radio Production	\$5,000
Newspaper Advertising	\$30,000
Phone Calls	\$25,000
Mail	\$30,000
Graphic Design	\$4,000
Website and Consulting – Integrated Web Strategy	\$10,000
ClearComm (2 months at \$9,000)	\$18,000
HighGround (2 months at \$5,000)	\$10,000
Email Outreach	<u>\$18,000</u>
Total:	\$225,000