

HIGHLY CONFIDENTIAL
ATTORNEYS' EYES ONLY

From: ronp@californiafamily.org
Sent: Thursday June 19, 2008 02:24 AM
To: LVincent5@aol.com
Subject: Summary of PM.com
Attachments: Lynn Vincent summary.doc

Lynne – Sorry again for my mix-up. Attached is a summary of the PM.com efforts since '05. I believe that although I can use it for other sources, it may be helpful for you, to cut down on the questions you may have of me at 9 am. Ron

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF
CALIFORNIA

Case number: 3:09-cv-02292-VRW

PLTF EXHIBIT NO. PX2597

Date admitted: _____

By: _____

DEFINT_PM_025306

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From the initial efforts in 1998 for the eventual success of Prop 22 in 2000, a coalition of many organizations has existed, including evangelical, Catholic and Mormon groups. Following the victory of Prop 22, legal suits became commonplace by homosexual couples seeking the status and title of “marriage” for their same-sex relationships. In 2005 San Francisco Superior Court Judge Richard Kramer ruled Prop 22 unconstitutional, and this ruling was quickly followed by San Francisco Mayor Gavin Newsom’s illegitimate attempt to issue marriage licenses to homosexual couples. Although the State Court of Appeals overruled the decision of Judge Kramer, the ProtectMarriage coalition re-established its strategic planning, recognizing that an amendment to the California Constitution would soon become necessary.

Meanwhile, since 2005 the California legislative majority has twice passed bills attempting to legalize same-sex marriages, both times vetoed by Governor Arnold Schwarzenegger. In his 2005 veto statement, the governor deferred to “another vote of the people” or the courts for determination of marriage’s definition in California. More recently, Governor Schwarzenegger has dropped his reference to the people, and mentioned only the courts. In fact, the governor has publicly stated that he will fight against a constitutional amendment.

The ProtectMarriage coalition – renamed ProtectMarriage.com – has done its homework in the analysis of research. There remains among California voters the desire to keep the historic definition of marriage as only between a man and woman. National, state, and private surveys, conducted by various companies, have shown research support nearly unanimous with a majority percentage between 52-56 percent.

Because the California Supreme Court was scheduled to consider the constitutionality of Proposition 22 and render a decision in late Spring of 2008, several individual members of the coalition served as authors of an initiative, submitting to the Secretary of State a formal request for title and summary in October, 2007. This was the last opportunity to meet the deadline for qualification of the initiative for the general election in November of 2008. Once title and summary was issued in late November of 2007, the coalition had 150 days to acquire just under 700,000 **valid** signatures. In order to ensure meeting this total, the target number of 1.1 million total signatures was established. The clock was ticking, but no significant activity took place until the leaders of the San Diego religious community became involved.

Across the state, the liberal-leaning city councils of many large cities were voting to endorse same-sex marriage, signing onto an amicus brief to the California Supreme Court. San Diego’s endorsement of same-sex marriage was sought by the mayor and city attorney of San Francisco, to join with Los Angeles, Berkeley, San Jose, San Francisco, Oakland and others. In a January 2008 city council meeting, the chambers were filled with representatives from both sides of the debate. Nearly 100 individuals spoke to the council members asking for their support of the historic definition of marriage, while 70 individuals came to the microphones to request the council’s endorsement of homosexual marriage. Among the testimonies was a lengthy written articulation of the issue by the San Diego Catholic Diocese’s auxiliary bishop, Salvatore Cordileone. The public hearing ended with the city council endorsing same-sex marriage in a 4-3 vote.

This vote, along with San Diego Mayor Jerry Sanders’ endorsement two days later, gave motivation to Bishop Cordileone and three San Diego pastors. At the request of Chris Clark, pastor at East Clairemont Southern Baptist Church, Pastor Jim Garlow attended a private forum

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of selected community and church representatives. Clark and Garlow, pastor of Skyline Church, spoke passionately of the need to act now in defense of marriage, as religious freedoms were receiving less and less support in the courts of California. Joining with Clark and Garlow was Miles McPherson, known in the community as a former San Diego Charger and pastor of The Rock church in Point Loma.

This trio of evangelical pastors took ownership of the development of a statewide effort to inform and motivate pastors to get involved. From their efforts came over 300 churches serving as distribution and drop-off centers for petitions. The goal, stated often by Pastor Clark, was to "make getting petitions as easy and accessible as getting a coffee at Starbucks." The result of their efforts and a supporting cast of a small band of well-networked San Diegans was an unprecedented number of signatures from volunteers, amounting to nearly 400,000 out of the total accumulation of 1.122 million.

Never in California history has an initiative qualified without the help of paid signature gathering. This is where the cooperation of Bishop Cordileone and the San Diego Catholic community offered tremendous help. The bishop sought the help of the National Organization for Marriage (NOM), led by Maggie Gallagher, herself a Catholic, with a national reputation for her research and writing on marriage. Gallagher and NOM's executive director, Brian Brown, assisted the bishop in articulating the critical need for a constitutional marriage amendment to hundreds of donors and the national office of the Knights of Columbus, ultimately amounting to more than \$900,000 in gifts directed to signature gathering.

An additional \$1.1 million came to the qualification effort from the evangelical community, with major donations from Focus on the Family and other private sources, as well as small gifts from more than 13,000 people who responded to fundraising mailings.

In recent weeks, both sides of the issue have claimed victories. The people submitted more than enough signatures to the 58 counties, and the Supreme Court overturned Prop 22; the Secretary of State announced the initiative's qualification for the November ballot, and same-sex marriages have commenced. Now the campaigns have begun, and battles for marriage in other states suggest a bill of more than \$50 million to the competing interests. Outreach will take place in all forms of media, and the grassroots and church networks will figure highly into the success or failure of the amendment.