

HIGHLY CONFIDENTIAL
ATTORNEYS' EYES ONLY

From: Sarah@SchubertFlintPA.com
Sent: Friday August 22, 2008 11:04 AM
To: protectmarriageca@4sd.net; bmarcois@gmail.com;
bill.may.ccg@gmail.com; Bill Tam; Carol Hogan;
colleen@lawrenceresearch.com;
colleen.hartwell@therocksandiego.org; Delepine Tiffany
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chris.clark858@sbcglobal.net; Penny Harrington;
renee@schubertflintpa.com; ronp@californiafamily.org;
spence1@earthlink.net
Subject: PM Grassroots Meeting Mins. 08.21.08
Attachments: 08.21.08 Grassroots Meeting.doc

Attached are the Protect Marriage weekly grassroots meeting minutes from yesterday, 08.21.08.

Sarah

Sarah Pollo

Account Executive

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UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF CALIFORNIA	
Case number: 3:09-cv-02292-VRW	
PLTF	EXHIBIT NO. PX2599
Date admitted:	_____
By:	_____

TAM_PM_005427

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**PM Grassroots Meeting
August 21, 2008
Meeting Minutes**

• **Goal Setting**

- Volunteer Recruitment Focus

• **Campaign Update**

- Jeff reports

Walk Update

- Approx. 15,000 people went walking door-to-door last Sat.
- The total number does not count phone banking
- This Sat. is expected to be much larger in walking numbers as re recruitment has been done at the local level
- All ZCS and AC's have the appropriate materials for this Sat. (last Sat. there were some minor glitches)
- Hispanic neighborhoods will be walked this week, unlike last Sat.
- Kent has been able to ship all of the walk sheets out to ZCS and also is the voter registration go-to person (churches can call SFPA with their membership lists and they will be sent to Kent to match against the voter file to identify those not registered to vote.)
- Updating capability for the data from walks will be finalized this week

• **Grassroots Team**

- Team reports

African American Outreach (Derek McCoy)

- There is a proposal from Glen to add another member to this outreach- person is awaiting campaign approval
- Glen and Nancy will figure out where the Outreach holes are and further organize outreach to the pastors with the GOTV and other campaign aspects
- Need list of key targets to get them into the campaign and encourage them to get their congregations involved.
- Derek has a meeting with a key influential Pastor in Sacramento this week to establish the "pockets" of faith
- Will also be addressing the civil rights vs. same sex argument

Asian/ Pacific Islander Outreach (Bill Tam)

- Prop. 8 conference coming up

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- Chinese radio ads starting
- A Chinese language Prop. 8 flyer is finished and being distributed
- A website is up: 1 manand1woman.com
- Chinese community focusing on dispelling the notion that same-sex marriage is a like a civil rights issue.
- Working on providing an Asian spokesperson and Asian-speaking people for the campaign and programs like the Pastor Rapid Response Team

Catholic Outreach

- Establishing outreach Chairs
- Volunteer recruitment underway
- Leaders are starting to link up with ZCS and ACs to increase recruitment at the local level
- Need to accelerate the recruitment- Jeff mentioned it is okay for volunteers to skip the central volunteer lists and sign up process and to just show up at the walks under others' directions

Latino Outreach (Jesse Romero)

- Start plugging Prop. 8 into bullet points for the weekly paper received in all parishes in both English and Spanish
- Real need for bumper stickers exists (Jesse has been asked about at several of his presentations)- stickers will be available next week, but in English only
- Jesse will make calls to all of the Catholic churches in the state to point out the Prop. 8 discussion in the weekly paper as well as requesting a Spanish bulletin- can use the materials on the Catholic Conference website for this
- Jesse will help staff booths at conferences and other events- will have a separate discussion with Bill May regarding volunteer sign ups.
- Jesse's established two roles: volunteer recruitment in the Latino and Evangelical community

Pastor Outreach (Anne Subia and Pastor Chris Clark)

- AFA.net has bumper stickers people can buy- Jeff approves directing people to those bumper stickers for now
- Notice went out yesterday about the first of 3 simulcasts on Prop. 8- first being focused on youth
- Next simulcast will be focused on congregations and families
- CCN video conferences are not official campaign activities due to legal reasons

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- Pastor outreach will focus on registering voters
- 185 locations established as host sites for upcoming statewide conference call
- Phoning campaign will start
- Sunday before election day will encourage GOTV help

Youth Activities (Michael)

- Launched a site in early Aug.: iprotectmarriage.com- targets youth and young adults between 18 and 25
- Working with Jennifer on a press release about site launch
- Miles McPherson working with other organizations to release a report on site and upcoming youth rally
- Need to launch hard into other social networking tools like Twitter and UTube
- The Rock Church will work on getting people to send emails to each other about Prop. 8
- Need to plug youth activities into Pastor Rapid Response Team
- Really focusing on promoting the rally- website will cater to a secular audience so as to include everyone on Prop. 8- even those who are a-religious or of another belief system.
- Considering developing youth captains to group up with ZCS
- Sept. 21: try and get all collateral materials to churches on Sundays- (specifically, bumper strips)
- Try to get unmarried and single people fired up about the issue

Media (Jennifer)

- Media training beginning
- Coordinating some dates in S.D. next week- rest will be done for the following week
- Jennifer wants grassroots members to continue to provide spokesperson suggestions in the different communities such as the Asian community

Other Outreach

- Need to coordinate efforts with Muslim, Vietnamese, Jewish, etc. communities and their communications people

• Materials Update

◦ Jeff Reports

Collateral

- Palm cards are for walks only
- Working on bulletin inserts

- **Miscellaneous**

- Campaign meetings

- A steering committee will be put into place soon, in addition to the grassroots calls.